

PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS



VOL. CLXVII, No. 13

NEW YORK, JUNE 28, 1934

10c A COPY



AMERICAN housewives and American manufacturers know the stringent requirements a product must meet before it is eligible to wear the coveted Star of *Good Housekeeping*.

The National Dairy Products Company recently was awarded the *Good Housekeeping* Seal of Approval for the ice cream made by its forty subsidiary companies.

Here was big news—an important food product, nationally distributed, recognized by the most meticulous court of domestic science in the country for purity, cleanliness, freshness and quality of ingredients.

Here were millions of housewives to whom this court's opinion meant satisfaction and safety in buying the approved ice cream sold in their towns and cities. Here were thousands of dealers to whom this *Good Housekeeping* Star

meant increased confidence from their local trade.

To announce this award nationally in newspapers and magazines—in co-operation with the clients' powerful program of merchandising at the point of sale—was the assignment given Advertising Headquarters.

Not since there has been a *Good Housekeeping* Seal of Approval has such a complete advertising and merchandising campaign been put behind this famous Star.

The attention obtained has been far beyond the most sanguine expectations. The results—increased consumer demand and dealer acceptance—prove the wisdom and vision of the advertiser, and the power of the printed word.

N · W · AYER & SON INCORPORATED

Advertising Headquarters WASHINGTON SQUARE, PHILADELPHIA

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

In Greater Boston (15 miles)
AND
In the 30 mile trading area

the HERALD-TRAVELER Has More Circulation Than Any Boston Daily

Of the major Boston newspapers, the Herald-Traveler alone shows a circulation gain according to the Publisher's statements for six months period ending March 31, 1934.

As it has for many years the Herald-Traveler again in 1934 leads All Boston newspapers in Retail Store, General, Financial, Classified and *Total Paid Advertising*.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
New York Chicago
Detroit Philadelphia
San Francisco



For seven consecutive years the Herald-Traveler has led all Boston newspapers in total paid advertising.

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Vol. CLXVII
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PRINTERS' INK

NEW YORK, JUNE 28, 1934

This Week

IT took a depression, a political upheaval, and a drought like unto the droughts of Biblical times to bring hosts of business men to realize that the prosperity of American business cannot rise above the prosperity of American farmers. We have become a nation reared, so too many of us have been believing, by industry alone. Yet our industry's arch springs, as before, from the soil.

Highly significant to the manufacturer is the fact that, right at this moment, "any substantial increase in the earnings of farmers would touch off a vast buying campaign over rural America."

The manufacturer looks upon agriculture and wonders whence the guidance and the impetus will come to rehabilitate the farms, restore the farmers' incomes, and re-create a huge market. Whence shall come the modern Joseph?

No Joseph, says F. B. Nichols, in this week's leading article is currently available—unless it be Henry Wallace. "The practical business problem that confronts the nation is what, if anything, is to be done about the agricultural washout."

At Buffalo, Kansas, Mr. Nichols runs a farm—a dirt farm—that he calls Oak Hill. The AAA and the real situation in rural marketing he discusses as one who really knows the difference between a nitrate and a hame strap.

He who reads Mr. Nichols' size-up of today's conditions agriculturally and tomorrow's expectations will be better equipped to formulate manufacturing policies and to devise rural-selling merchandising methods.

* * *

And then, of course, there was the rural customer who, having

written to the Crane Company, complaining that the valve he had ordered had come to him minus its handle and explaining in detail just what the omission had saddled upon him in the way of annoyance, embarrassment, and mental distress, added the postscript to say never mind, he had found the damn handle in the bottom of the box. Piquant as a complaint may be—admits Cy Norton, manager of sales promotion of the Strathmore Paper Co.—it's never quite so interesting as an order; yet complaints, properly managed, have strengthened goodwill, corrected defects in merchandise, and even pointed to new markets. Mr. Norton cites examples.

* * *

What's ahead for the manufacturer who sells his product in centers of industry? How much purchasing power may he expect to tap as business turns upward? The unemployment key, says Lewis H. Brown, President of the Johns-Manville Corporation and chairman of a special investigating committee appointed by Administrator Johnson, is to be found in capital goods. Under Mr. Brown's signature, this week's **PRINTERS' INK** presents the highlights of the committee's findings, including six specific recommendations.

* * *

Space-buying problem: In publication A, a milline of advertising produces ten inquiries. In publication B, a milline produces eight inquiries. However, in each of the publications, the cost per inquiry is 50 cents, and this despite the fact that A's milline rate is higher and its circulation lower than B's. Which is the better medium? Ap-

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proaching such a problem, A. W. Boyer, of the Coleman Lamp and Stove Company, takes into account all three variables—quantity of space, rate and space cost, and circulation. This problem is discussed under the title of "Inquiry Costs."

* * *

C. B. Larrabee comes back from overseas with a sheaf of notes about "Business, British Style"; and he reports that, although the Britishers incline to laugh at our market research, the joke really is on them. "Far more of our research is good," says the patriotic but accurate Mr. Larrabee, "than the British seem to admit."

* * *

The advertiser who looks forward, hopefully, to the time when all advertising will be as clean and honest as his own may find a crumb of encouragement in a resolution adopted at the closing session last week of the thirtieth convention of

the Advertising Federation of America. The resolution, together with other convention matters, is reported this week by Bernard A. Grimes. However, PRINTERS' INK feels (as set forth in the leading editorial) that more than resolutions is necessary to scare out of business the advertising buccaneers.

* * *

To a public that, so we are told, is growing increasingly skeptical, a manufacturer offers a product backed by the unconditional guarantee: "Your money back if you're not satisfied." In these times, what is likely to happen? Geo. A. Hormel & Company undertook to find out. The ratio of returners to non-returners was one in 10,000. The Hormel experience—reported by Don Masson under the title, "Doubled and Vulnerable"—is doubly interesting in that the company offered to refund, not dollar for dollar, but two for one.

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Color-UP!

In the first 6 months of 1934—

52 advertisers ran 178
color pages.

In the same period of 1933—

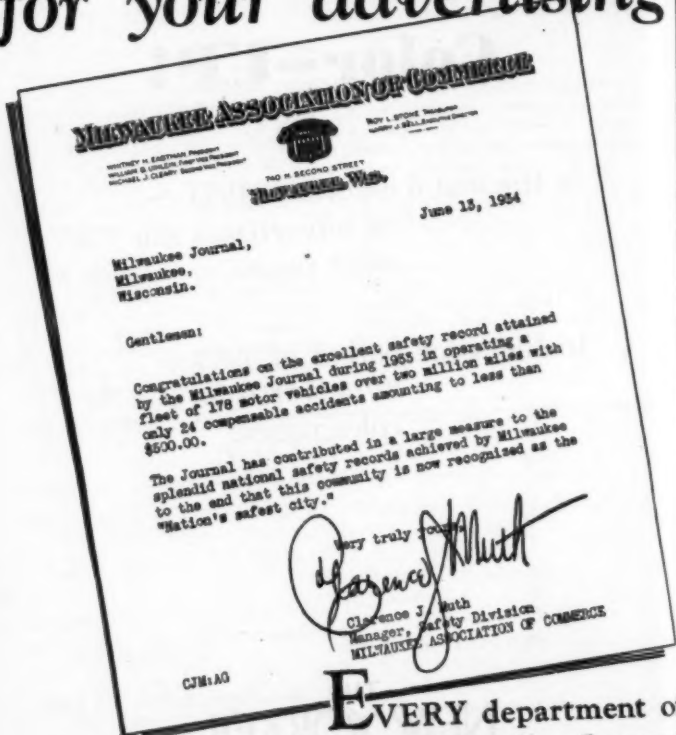
30 advertisers ran 97
color pages.

THE
NEW YORKER

25 WEST 45th STREET
NEW YORK CITY

June 28, 1934

A Good Vehicle for your advertising



EVERY department of
The Milwaukee Journal
reflects the qualities of a good newspaper —
winner of the second Pulitzer Award, first Shuman
Trophy, first Editor and Publisher Award; second
in the 1934 N. W. Ayer Typographical contest.

THE MILWAUKEE JOURNAL
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Henry Wallace as a Modern Substitute for Joseph

AAA and How It May Help Build Farm Market

In sending this article to PRINTERS' INK, Mr. Nichols (a Kansas dirt farmer whose boots have been muddier even than Professor Tugwell's) writes:

Here is the story about the Agricultural Adjustment Administration about which we talked when I was in New York City. In preparing it I have tried to be absolutely fair, and to tell of the current situation in the Triple A honestly and clearly. I spent most of the week following our visit with the AAA officials and economists in Washington, and I have a young mountain of data available.

The drought over the Middle West is serious, but it is being overplayed by some urban dailies in the East. A great many showers and even real rains have been falling recently in the prairie States. Here on the Oak Hill Farm we will produce large crops of small grains and the corn is still in excellent condition. Farther West, however, the situation is worse, and it is quite bad in the real plains country.

By F. B. Nichols

Oak Hill Farm, Buffalo, Kansas

A BRILLIANTLY DESIGNED inner court with a heavy glass roof was placed in the Administration Building of the United States Department of Agriculture near the offices of Henry A. Wallace, the Secretary, and Rexford G. Tugwell, his assistant. Beautiful ornamental plants are growing luxuriantly in its subdued light. Their green leaves have never felt the torrid heat which recently withered the crops of the Plains Region. They are protected from the harsh realities of a feverish Washington summer by the strong Government structure built above them.

Just across the colorful enclosure from the Secretary's suite are many of the executive offices of the Agricultural Adjustment Administration. In this artificial environment its personnel, under the enthusiastic leadership of Chester C. Davis, the administrator, and with the help of able legal advice from

Jerome Frank, are attempting to fabricate a sound commercial foundation for American rural life. Will their economic pattern, like the flowering plants in the court, require permanent Government protection?

And in all events, even if such powers are needed by the AAA, can it restore agriculture to a normal position in the nation's business set-up? Certainly that is its purpose. The orders from Congress are very specific on that point. The policy of the Triple A, as written into the Agricultural Adjustment Act, is to

"... re-establish prices to farmers at a level that will give agricultural commodities a purchasing power with respect to articles that farmers buy equivalent to the purchasing power of agricultural commodities in the base period."

The base period for all farm products except tobacco is from August, 1909, to July, 1914; with

PICK-UPS



The information below is gathered by the Marketing & Research Staff of Ruthrauff & Ryan, Inc., as a by-product of its regular work. Formerly it was passed along from time to time to members of its own staff, and to a limited number of executives in other organizations... It occurs that many business men might find in such material occasional items of interest and value.

Of the 164 billion cigarettes smoked each year, approximately 55 billion are of the roll-your-own variety.

In inventorying the food stocks of 5,457 homes in the single city of Cleveland recently, approximately 17,000 different brands were encountered.

An oil that makes cars go faster—Pennzoil! This story, backed by scientific research, has clicked. Pennzoil sales for 1934 are setting new records. Ruthrauff & Ryan have handled Pennzoil advertising since early last fall.

Despite the known high living standards of the American people, one-fifth of American homes are without kitchen sinks, 39% are without electric lights, and only 40% have a refrigerator of any kind.

Ten years ago, the ordinary motorist spent an average of \$79.30 annually upon new tires. Inventions and improvements in tire manufacture have reduced that average today to about \$14.84.

It's a big country! Although marbles are a short-season item, the annual output is about 75 million.

In 1933 nearly 3 million people, according to one authority, spent 50 million dollars learning to dance.

Even today the annual production of buggy whips exceeds \$300,000, and as much as 40 million pounds of snuff are used each year.

It is estimated that the general drug trade was 30% higher for the first quarter of this year than for the same period of 1933—quite an impressive gain. However, one product advertised by Ruthrauff & Ryan, for years the biggest seller in this

field, is more than 100% ahead of last year—and last year was the biggest up to then.

Sales of electrical appliances during the past year were greater than for any of the three preceding years. A total of 730 million units, valued at 460 million dollars, were sold. Sales of electric refrigerators are estimated at 1,080,000 units—higher than any year since refrigerators first appeared on the market.

In spite of the tremendous price declines of the past five years, the food volume of the entire country still represents a tidy sum. Total retail store sales aggregated approximately \$8,810,000,000 in 1933 as compared with \$9,192,000,000 in 1932 and \$12,810,000,000 in 1929.

Of this total in stores of all kinds in 1933, independents (including voluntary chains) did practically 70%, and chains 30%.

Sales of Noxzema in the Canadian market are nearly two million jars, although the product was first introduced slightly more than a year ago. Ruthrauff & Ryan have been preparing Noxzema copy for Canada as well as the U. S.

In Maine a cosmetic bill recently signed forces manufacturers to register all cosmetics with the Bureau of Health. Distributors are forbidden to handle unregistered brands, and a registration fee is fixed at \$1.00 for each item.

During 1933 Ruthrauff & Ryan placed advertising for clients in 542 different magazines, including more than 200 Trade publications, as well as Farm and Religious magazines.

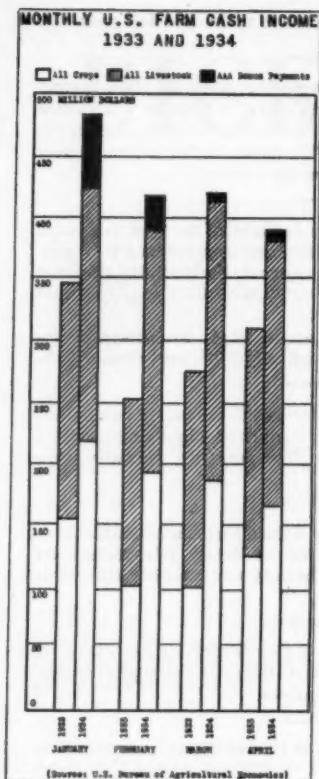
Of all men's neckwear sold in the United States, nearly 65% is bought by women.

Of 46,683,961 gainfully employed adult workers in the United States in 1932, only 1,864,969 paid any Federal income tax.

The generally accepted idea that cigar stores provide the largest number of outlets for cigarettes has been disproved. One of the four big brands reports that, as a result of a study, grocery stores rank first, whereas cigar stores rank sixth. This brand is sold through 769,350 retail outlets, and has distribution in 205,056 of the total 261,432 grocery stores in the country.

Due to higher prices and government benefits, gross farm income in 1933 showed an increase of 45% over 1932.

There are Ruthrauff & Ryan Offices at 405 Lexington Avenue in New York, 360 North Michigan Avenue in Chicago, and in Detroit, St. Louis, Kansas City, San Francisco and Los Angeles.



This chart, prepared for PRINTERS' INK by Walter Philo, of the Copper Publications, is interesting to consider in connection with the points brought out by Mr. Nichols. Farm income for the first four months of this year is much larger than last year; but the AAA bonus, excepting for January, constitutes a relatively insignificant part of this increase.

tobacco it is from August, 1919, to July, 1929.

It is clear from the language of this program that the AAA has tackled a big job. Presumably it can accomplish the task only by employing unusual commercial methods. These have been used—

and others are under consideration. Through the exercise of the power to levy processing taxes possessed by the AAA, it has the help of large funds in carrying on its various projects. Upwards of a billion dollars (the current estimate is \$847,176,000) will be distributed this year to American farmers who co-operate with it in crops and livestock reduction projects.

Most farmers are backing the program of the AAA in at least a superficial manner. Practically all the folks who live near my ranch here in Eastern Kansas, for instance, signed the corn and hog contracts, and the proportion is about 85 per cent for the entire Corn Belt. It is even higher among the more extensive pork producers. And the reaction has been much the same in areas where other commodities are produced, such as cotton, tobacco and wheat.

Far more than a majority of these countrymen believe thoroughly in the economic soundness of the AAA objectives. Some farmers, however, signed the contracts so as to be in line with their neighbors—community thought is a powerful leverage—or because they believed the Government offer was attractive from a short-range business viewpoint. And a few able country people, such as Capt. Dan D. Casement, of Manhattan, Kans., are bitterly opposed to the national farm relief policies.

The AAA has encountered general, although not universal, opposition from dealers and processors of agricultural products. This offensive doubtless will grow as the organization becomes increasingly powerful, for it is probable (with due credit to an observation made by General Johnson to his NRA brethren) that they "ain't seen nothin' yet." Some urban residents regard the Triple A with disfavor on general principles. To some classical economists it registers a high-water mark in the upper realms of economic absurdity.

A constant fog of favorable and unfavorable propaganda, personal opinions and political fence-building surrounds the operations of the

(Continued on page 81)

IT DARES TO BE DIFFERENT



POINT OF
DIFFERENCE NO. 3

NEWS-- *Without Bias* *Without Sensationalism*

In these vital, strenuous times, The Christian Science Monitor can be depended upon to report the significant news reliably, readably, discerningly. The Monitor has no political or financial ties. Ignoring nothing important, it concerns itself pre-eminently with the constructive, the forward-looking, the hopeful, thereby developing a receptive attitude for the study of its advertising columns.

THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society
Boston, Massachusetts

NEW YORK OFFICE—500 FIFTH AVENUE

Other Branch Offices: Chicago, Detroit, St. Louis,
Kansas City, San Francisco, Los Angeles, Seattle, Miami,
London, Paris, Berlin, Florence, Geneva.



AN INTERNATIONAL DAILY NEWSPAPER

Truth Code—with Teeth

SOMETIMES advertising tells lies. But in degrees of aggravation, its untruths range from jet black through gray to fairly white.

To cope with all grades of deceit, the retail code authority of Columbus, Ohio, has adopted a "Correction System" that seeks "to create voluntary conviction in the minds of the public that advertising is accurate and that, even when mistakes occur, voluntary, confidence-building corrections will appear, protecting, enhancing and increasing public confidence in the printed word."

A typical correction, prescribed by the code authority, will read like this:

A CORRECTION

On July 15, we advertised Men's Wool Lounging Robes at \$1.33.

These should have been de-

scribed as wool and cotton robes.

We invite any dissatisfied customer to return the merchandise and receive a refund.

A. B. C. Co., Inc.

The correction, boxed, headed in type not smaller than 20-point and set in body type not smaller than 8-point, shall be embodied in the advertiser's regular copy, and not set apart for publication separately. It shall embody no excuse, explanation, or alibi, nor shall it mention any punitive law or code regulating advertising.

A committee, appointed by the chairman of the Columbus retail code authority, will "call for corrections in appropriate cases involving improper, untruthful, or misleading use of comparative values and prices."



Kirk with Rickerd Agency

D. B. Kirk has been appointed copy writer and account executive of the C. E. Rickerd Advertising Agency, Detroit. For three years he was editor of *Masonic News* and prior to that he was president of Kirk-Boydington, Inc., advertising agency.

Represents Coach Advertising

Frank O'Boyle, who is in charge of advertising in the Chicago Motor Coaches, has been appointed Western representative of J. H. Livingston, Jr., advertising concessionaire of the Fifth Avenue Motor Coaches, New York.

Names Budke-Connell

The Griesedieck-Western Brewery Company, Belleville, Ill., Stag Beer, has appointed the Budke-Connell Advertising Agency, St. Louis, to direct its advertising account. Radio, newspapers, and outdoor will be used.

With Des Moines Agency

Violet Johnson, radio continuity writer with Station KSO, Des Moines, has joined the staff of Brown & Company, advertising agency of that city.

Appointed by Wilson Brothers

Wilson Brothers, Chicago, men's furnishings, have appointed Needham, Louis & Brorby, Inc., agency of that city, to handle their advertising account.

Hudson Changing Agencies

The Hudson Motor Car Company, Detroit, which is no longer represented by The Blackman Company, will announce its appointment of a new agency in about a week. Mark Wiseman, who became associated with the Hudson organization the later part of 1932, is no longer with the company.

Opens Chicago Office

Saddle & Bridle, St. Louis, has opened an office in the Edgewater Beach Hotel, Chicago. M. D. Montgomery will be business manager, Miss Clara Nelson, Chicago editor, and B. H. McMath will be in charge of advertising.

Skelly Oil Joins A.N.A.

The Skelly Oil Company, Kansas City, Mo., has joined the Association of National Advertisers. C. E. Ball, advertising manager, will represent the company in the Association.

Buys "Sporting Goods Journal"

The Gillette Publishing Company, Chicago, has acquired the *Sporting Goods Journal*, of that city.

Gets Arden Advertising

Elizabeth Arden, New York, has appointed Cecil, Warwick & Cecil, Inc., as advertising counsel.

THE AMERICAN BOY

**circulation guarantee
increases to 275,000
on October 1, 1934
and to 300,000
on October 1, 1935**

NEW advertising rates effective with these issues will show reductions in the page rate per thousand circulation, as per the following tabulation of black-and-white page rates:

	<u>Rate per page</u>	<u>Guarantee</u>	<u>Rate per page per thousand</u>
At Present . . .	\$1500.00	250,000	\$6.00
October, 1934 .	1600.00	275,000	5.82
October, 1935 .	1700.00	300,000	5.67

THE AMERICAN BOY plans to give substantial excess circulation at all times as heretofore.

Advertisers who place their orders now will be able to avail themselves of an unusual bargain. Orders for space through September, 1935, will be accepted at present rates up to August 1, 1934.

The YOUTH'S COMPANION
combined with
American Boy
Founded 1827

Detroit

Michigan

REMARKABLE EXHIBIT NOW AVAILABLE TO FOOD MANUFACTURERS



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DURING the past 12 years, successful chain and independent *retail food stores* have conducted experiments as to best methods of reaching New York housewives.

Their findings now constitute an exhibit of vital interest to all manufacturers of food products.

In brief, the study for the 12-year period shows that these grocers placed more advertising in the New York Evening Journal than in *any* other newspaper . . . that, in 1933, the Journal again led all papers, actually carrying over 28% of *all* retail food lineage.

Above all, the study shows that more and more dependence is constantly being placed upon the Journal's 600,000 New York homes . . . for, during the first five months of the present year, the Journal carried 38.2% of all retail food advertising . . .

That is a highly indicative increase of 37.3% over the same period last year . . . for, as is well known, chain store men place their advertising only in accordance with day after day records of definite results.

A HALF CENTURY OF PROGRESS 1876 IN CHICAGO



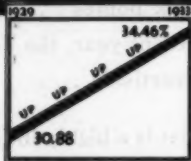
1934

has meant for retail business a half century of concentration in the advertising columns of

The Chicago Daily News . . . the building in this newspaper of the largest retail market available to the advertiser in Chicago and suburbs.

**THE
CHICAGO
DAILY
NEWS**

And since 1929 The Daily News has continued to gain in percentage of the total retail advertising in all Chicago daily newspapers.



Authority: Media Records, Inc.

EVERY YEAR A YEAR OF LEADERSHIP

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

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Phrase-Lifting as Copy Oasis

How Thoughts of Kipling, Stevenson and the Like May Be
Used in Writing Advertisements

By B. W. Williams

Thos. M. Bowers Advertising Agency

IN Mr. T. Harry Thompson's clever article on word-painting (p. 15 of the June 14 PRINTERS' INK), there is proved even more than he claims. He only promises to show what a spy thinker can do with his vocabulary, but he actually shows what the same thinker can do with his memory.

Christopher Morley's "smell of blue water" is the first of the examples, and one of the most vivid. It has lost none of its vividness since 1863, when Charles Reade wrote "Hard Cash," and liberated Captain David Dodd from his warders in chapter 43. "Go ahead, messmate," cries the exulting captain to his fellow fugitive; "I smell blue water!"

The escape is one of the thrills of the novel, and the line about the smell of blue water helps it plenty.

It does not matter whether Morley revived the line on purpose, or had forgotten reading it. He has handed a good answer to the ancient superstition that a tingling phrase must never be used more than once, unless it is tagged and indexed with quotes and a credit-line. A good phrase cannot be used too often, so long as it does not become trite; treating it as a curiosity loaned by a museum drains the life out of it.

This is a heartening thought for one's fellow copy men. No man who hopes for heaven will sink to the use of a thesaurus, but happy phrases are often hard for us pencil pushers to pull out of the air. The later Victorian novelists can give us all we need, and hardly any ad reader of today will know where we got it. Kipling, whose vogue is fading, can take care of us alone. Few people, these days, seem to know that he wrote anything but "If" and "Gunga Din."

How many listeners in Moran and Mack's radio audiences ever checked the origin of Mack's ancient whimsy about his very-close veins? How often did he use it? With Moran, or with Philbrick in revues, or twenty years ago, with Bert Swor? Yet no one ever blamed him for lifting it from Kipling's "Drums of the Fore and Aft," written before the nineties were gay:

"If Tom Kidd goes, 'e'll shut up like a clasp-knife," said Lew.

"Tom 'as very-close veins in both 'is legs, Sir."

"Very how much?"

"Very-close veins, Sir. That's why they swell up after long p'rade, Sir. If 'e can go, we can go, Sir."

Kipling's unconfessed plagiarists outnumber Shakespeare's, who was no mean pirate himself. "The Man Who Was" starts like this:

Let it be clearly understood that the Russian is a delightful person till he tucks his shirt in. As an Oriental, he is charming. It is only when he insists on being treated as the most easterly of western peoples, instead of the most westerly of easterns, that he comes a racial anomaly hard to handle.

Shortly before Macfadden took over *Liberty*, an article on the Philippines opened with the announcement that the Filipino is a delightful person till he tucks his shirt in. As an Oriental, etc. No reference to Kipling.

Just one more—on Somerset Maugham. One of his best yarns in *Cosmopolitan* concerned the verger of St. Mary's, Bloomsbury, London, who was retired by the churchwardens because he could not write. Compelled to rustle a living, he turned to real estate and made a fortune, but, in all legal

instruments recording his transactions, he could only make his mark—never a signature. Said his attorney at last, "If you could only write, what might you not have been!" "The verger of St. Mary's, Bloomsbury," replied his client.

This yarn, spun out by Maugham into about four pages, appeared more than a year after Morris Gest told it to Burns Mantle, who ran it in his syndicated Sunday drama column. In Gest's version, the verger is a shammoth of the synagogue; outside of that, all details are the same. Whether Mantle or Gest should have been given credit does not matter. It is probably an

old Jewish folk tale, and, with Maugham's clever handling, made a capital story when he wrote it as his own.

Here is an oasis for copy men run dry. We, also, may wink at 'Omer, down the road. We may lift all we like from Kipling, Stevenson, Anthony Hope, and others who are not yet old enough to be classics, and whose luster is waning, or has waned. But sidestep Corey Ford, Damon Runyan, and other moderns, for they may be recognized. The phrase-lifter's art is easier than the phrase-maker's, but it calls for craftier sleight-of-hand.

* * *

Pittsburgh Club Elects Joseph Schewe

Joseph Schewe, advertising manager of the B. K. Elliott Company, Pittsburgh, has been elected president of the Pittsburgh Advertising Club.



Joseph Schewe

Other officers elected are: K. E. Kellenberger, Union Switch & Signal Company, vice-president; J. A. Cullison, advertising manager, National Fireproofing Corporation, secretary, and F. W. Morgan, advertising manager, Bell Telephone Company, treasurer.

H. S. Metcalfe, director public relations, West Penn Power Company, Ralph Leavenworth, advertising manager, Westinghouse Electric & Mfg. Company, and C. V. Starrett, associate director, Buhl Foundation, were elected directors.

* * *

Davidson with Federal Agency

John S. Davidson, until recently radio director of Ruthrauff & Ryan, Inc., has been made plan and program director of the radio department of the Federal Advertising Agency, Inc., New York. He formerly was with the National Broadcasting Company for four years and for several years was a radio counsel.

* * *

Barnett with "Comic Weekly"

J. J. Barnett has joined the Western office, at Chicago, of *The Comic Weekly*. He was formerly Western manager of *Cosmopolitan* and, more recently, has been with Aubrey, Moore & Wallace, Chicago agency.

Making Ready for N.I.A.A. Convention

William E. McFee, chief copy writer of The American Rolling Mill Company and president of the Cincinnati Association of Industrial Marketers, has been appointed general chairman of committees for the annual convention of the National Industrial Advertisers Association. The convention will be held in Cincinnati from September 20 to 22.

Other committee chairmen include: Program, Greg Starbuck, General Electric Company, Schenectady; exhibits, H. V. Mercer, American Rolling Mill Company, Middletown, Ohio; entertainment, Alex Thompson, Jr., Champion Coated Paper Company; registration and information, Allan Beach, Littleford Bros. Company; transportation, C. W. Riefkin, Newport Rolling Mill Company, and publicity, K. C. Magers, Union Gas & Electric Company.

The program is being developed on the theme: "Marketing Upwards in the Industrial Reconstruction Era."

* * *

Waggoman with "Times-Dispatch"

R. B. Waggoman has been appointed general manager of the Richmond, Va., *Times-Dispatch*, according to Charles Phillips Hasbrook, president and publisher. The position has been created to provide an assistant to the president and publisher. Mr. Waggoman has been with the Scripps-Howard organization for the last eleven years as business manager, first with the Fort Worth, Tex., *Press Tribune*, and later with the Albuquerque, N. Mex., *Tribune*.

* * *

Campaign for Atlantic City

Ninety-six newspapers will be used in a three-week campaign, starting July 1, to advertise Atlantic City, according to an announcement from Mayor Bacharach. The city also has authorized funds for a magazine campaign, and additional newspaper advertising in October.

New Yorkers
prefer their
newspapers in
the morning

Question:

"What newspapers come regularly into your home?" asked by R. L. Polk & Co. of the women heads of families in New York City.

Answer:

"Morning newspapers" led evening newspapers 2 to 1.

The New York Times

Net paid sales 6 months ended March 31, averaged **475,682** weekdays; **743,092** Sundays.

Sales First



Criterion Photocraft Co.

THE usual order of advertising, then sales, has been reversed by LeGay Incorporated of Chicago, maker of a new depilatory. Since May the product has been sold through jobbers to beauty parlors, in a carton containing one metal container for application to customers by operators within the establishment and three glass containers, to be sold for home application.

This method was used in order to acquaint women with the prod-

uct, to a degree, in advance of the national advertising which will start in August periodicals. Meantime jobbing distribution has been obtained on a wide scale and trade advertising to the drug retailers has appeared.

The professional container, for use within the beauty parlor, like the frosted glass bottles, is gaily dressed in green, with a black silhouette border showing women engaged in various activities of sport.

Margaret Matson with Ayer

Margaret Matson, authority on fashion merchandising, has joined the staff of N. W. Ayer & Son, Inc., in Philadelphia. Miss Matson organized and was the director for three years of The Clothes Institute for William Filene's Sons Company, Boston. She also formerly was fashion director of the Hahn Group.

Succeeds Travers D. Carman

Edith R. Doane, of Carman-in-New England, Boston, publishers' representative, is now manager of that organization, following the death of Travers D. Carman. The organization continues under its present name to represent *The Spur*, *New Outlook*, *Motion Picture Unit* and *The Billboard* in New England.

Mae Shortle Joins Stedfeld

Miss Mae Shortle has joined The H. L. Stedfeld Company, Inc., New York advertising agency, as business manager. She formerly was with Rogers & Company, Inc., now Rogers-Kellogg-Stillson Company, for a number of years and for the last three years has served as advertising counsel for several New York firms.

Galvin to Crump Agency

Jerome G. Galvin has joined the Murrel Crump Advertising Company, Kansas City, Mo., as account executive. For thirteen years he was sales and advertising manager of the Carter Bloxomend Flooring Company and more recently was advertising manager of the Protected Milk Products Company.

What's Ahead for Capital Goods Industries

The key to unemployment is found in capital goods. In March, 1934, only 15 per cent of those out of work in producing industries had formerly made consumer merchandise. At the March Conference of Code Authorities, General Johnson elected two committees; one of these represented the durable goods industries. At a recent meeting of the New York Building Congress Lewis H. Brown, a member of this committee, reported on its studies and conclusions. Part of this report follows. Its six recommendations form one of the really significant statements of policy made by business men during the last few months.

By Lewis H. Brown

President, Johns-Manville Corporation

IN his original assignment to the Durable Goods Industries Committee, General Johnson specifically asked, "How are we going to make jobs by production and consumption, which is the only way to make them in the last analysis? How are we going to activate the capital goods industries? What more can we do than we have done?"

The Committee made a study of those employed in 1929 and analyzed the unemployed as of March, 1934. Out of 123,000,000 people, 40 per cent or 49,000,000 were gainfully employed in 1929. Of these 49,000,000, 23,000,000 were engaged in providing services and 26,000,000 were engaged in producing goods.

Of the 26,000,000 engaged in producing goods, 16,000,000 were engaged in the production of *consumption* goods. The remaining 10,000,000 people were engaged in the production of *durable* goods.

An analysis of unemployment in March, 1934, indicated over 9,000,000 unemployed. Of this group, approximately 4,000,000 had formerly been employed in providing services and over 5,300,000 in producing goods.

Of this 5,300,000, over 4,730,000 or 85 per cent had formerly been employed in the durable goods industries. And of this latter group,

over 2,000,000 had formerly been employed in the construction industries. Hence, it was clear that the key to the unemployment problem was in the durable goods industries.

Unemployment in services and trades is largely due to unemployment in the durable goods industries. Therefore, the unemployment in the service group will only be solved when work is found for those now unemployed in the group producing durable goods.

The committee analyzed the economic characteristics of durable goods and pointed out that these products were not generally purchased out of the current income of the people but out of the savings which were made available through customary investment channels. Durable goods are constantly being depreciated and subjected to obsolescence and on the average are replaced every twenty to forty years.

The demand for consumption goods is relatively uniform and stable, being consumed more or less from day to day to satisfy the current requirements of living. But the demand for new durable goods fluctuates greatly due to the possibility of continuing the use of existing durable goods even though such services might not be performed as well or as economically

THE WIFE SAYS:

NO!



In the "good old days", men, shopping bent, took what was handed to them. But times have changed, and men with them. Today unfamiliar merchandise is very apt to cause modern men to shun it, even as their wives do. Tom Morton is no exception. Confronted by "something just as good," he goes back to headquarters for advice. His wife's reply is short and to the point: "NO!"

The point is that AMERICAN readers have been educated, by powerful, consistent sales promotion, to buy only familiar, advertised merchandise. Fail to advertise in the American, and you fail to tell your advertising story to at least half of the families in Chicago. No manufacturer should expect his retailers—in real

CHICAGO AM

... gives 450,000 families buying

NATIONAL REPRESENTATIVE



by his Chicago salesmen—to do a bang-up job with 50% of his prospects unsolicited. Certainly, no manufacturer would expect his staff salesmen to bring in maximum business with every other prospect of their prospects relegated to the dust heap.

In Chicago, two newspapers dominate the evening field. To cover our market completely, both papers are required. Although the American leads the other by 40,000 circulation, although its type circulation is younger, more active than the second paper's, the American does not claim that it, alone, can do a 100% job for any manufacturer. But, by the same token, no other single Chicago paper can "do right" by you and your product. Chicago is big town. A word to the wise is—ADVERTISE.

THE AMERICAN

Selling Ideas

W. E. Boone Organization

with the old goods as with the new.

The data indicated that these industries were working less than thirty-five hours per week and were operating at only about one-third of their 1929 sales volume. These industries in 1932 had suffered a loss of 18 cents out of every dollar in sales and in 1933 a loss of over 6 cents in each dollar of sales, with a resultant shrinkage of 18 per cent in their total assets and 44 per cent in their surplus. Moreover, while the rates per hour were practically back to the level of 1929, the employees' weekly pay envelopes contained one-third less money than in 1929.

It was clearly apparent that further reduction in working hours could not be borne by the employees without greatly increased rates per hour and that the industries could not, by reason of their financial situation, absorb increased production costs until the sales volume of their products was expanded.

This, then, was one of the first evidences that wealth is not created by the curtailment of production. It was clear that the return to prosperity in these industries could only come by increased sales volume which meant increased production. And in this connection the committee pointed out that "these industries cannot hope for substantial increase in their sales volume until there is such further restoration of confidence in the economic future as will encourage the use, by private investors, of the available supply of capital and credit."

Stoppage of Private Capital a Deterrent

As we analyzed this situation, it was apparent that one of the greatest deterrents to recovery was the interference to the free flow of private capital into its normal channels. Most people mistakenly think of capital invested in durable goods as a permanent investment but in reality it is being constantly depreciated and finally is dissipated completely. Such goods not only wear out but are destroyed by ac-

cident and rendered obsolete by technical developments.

The world's inventory of durable goods must be replaced once in about every twenty to forty years. Thus, there is a need for continued input of new capital to finance new facilities and the replacement of old. A continuous process of saving is necessary to supply this capital. There can be no extensive recovery without accompanying creation and distribution of savings applied to useful activity.

Tremendous Drop in New Capital

Few people realize the extent to which this normal flow of capital has been obstructed. In the ten years ended with 1930, American business was supplied with new capital through the sale of securities other than refundings to the amount of about \$4,000,000,000 average per year. It is perfectly normal during the deflationary period of a depression to have this flow of capital curtailed. In 1933 this flow of capital in America dropped to \$160,000,000 or only 4 per cent of the average for the ten years through 1930.

This is more than past depression curtailment. Normally, as the deflationary period spent its force, private capital stored up and eagerly seeking a profit, would have a tendency to rush in advance of the actual economic recovery.

But in this particular depression this did not occur. Yet in other countries, the normal process following depression seemed to be taking place. For example, in the United Kingdom during 1933 private capital flowing into private enterprise amounted to about 56 per cent of the annual average for the ten years ending with 1930, as compared with 4 per cent here.

The one factor that seemed to be responsible for this stopping of the return flow of capital was the reform measures consisting of the Securities Act of 1933, the Banking Act of 1933 and subsequently the Stock Exchange Act of 1934. These were reform measures. Without question, reform was needed

and desirable. But to the Durable Goods Industries Committee who could see so clearly the imperative need of getting men back to work and bringing about recovery, it seemed to be inconsistent to go so far in reform as to prevent recovery.

Let me summarize what seemed to be reasonable facts:

1. What population increase could we expect? Immigration had stopped. People were leaving rather than coming to this country. Our best estimates indicated a possible increase in population of from 7,000,000 to 9,000,000 new persons as compared to the 17,000,000 in the previous decade. This reduced rate of population growth would alone tend to reduce the construction volume of the current decade about 25 per cent below the volume of the preceding census period.

2. Instead of a construction shortage there was at the end of 1929, a construction surplus, principally in urban type buildings, large apartment houses, hotels, office buildings and the like.

3. Since 1929, no large industry has appeared with an expansion program comparable in its effect on the construction industry to that of the automobile industry in the past decade.

4. Instead of the trend of migration to the cities which took place in the previous decade, the depression had caused a tendency toward decentralization. People were moving to the smaller towns and back to the farm. Families were doubling up in large numbers. This tended to bring about deflation of urban land values, insecurity of urban real estate investments and impairment of municipal credit.

Weakness of Construction Financing

5. The depression pointed out clearly the weakness of the previous method of construction financing. When three to five year first mortgage came due during the depression and the lender demanded his money, the result was fear, foreclosures and a depression of real estate values unprecedented in our recent history. Real estate val-

ues today are the result of distressed properties dumped on a depressed market.

6. Moreover, at the same time the national income had decreased more than 40 per cent.

We next attempted to estimate what we might expect in the way of construction volume in the balance of this decade if no new plans or incentives were originated that would tend to stimulate the revival of the construction industry.

We determined that if nothing were done, we could probably expect in the five years from 1935 to 1939 not more than about \$14,000,000,000 of construction—less than \$3,000,000,000 each year, or about one-third of that in 1928.

To sit quietly by and do nothing in the face of such a situation seemed intolerable.

Artificially stimulated public works alone, based on past experience, do not seem to be an adequate solution to this problem. In each of the five years from 1927 to 1931 inclusive, public works amounted to a little more than \$1,000,000,000 per year. In 1932 they were \$632,000,000, and in 1933, \$550,000,000. Despite optimistic estimates for 1934, recent experience cannot lead us to count on expenditure of public funds to bring about complete recovery any more than the water that is used to prime the pump can take the place of the water in the well.

It was clearly evident that with one year of real recovery almost completed, the purchasing power of those many millions who had continued on the payroll during the depression plus those who had gone back to work, was increasing. Families that were doubled up were beginning to seek individual living quarters again. Apartment vacancies in many cities were getting down to a normal basis. The pressure of distressed properties being liquidated was greatly lessened and it appeared that in a relatively short time distressed properties would be off the market.

Aside from the restoration of general confidence in the economic future and the normal factors that

would bring about recovery, our survey indicated that the most important barrier to the rehabilitation of the construction and mortgage market, was the belief in the minds of millions of people that real estate was no longer a safe or profitable investment and that they never wanted to get caught in another depression with a real estate mortgage hanging over their heads. It therefore seemed imperative that some new form of real estate mortgage financing be developed that would restore the confidence of the mass of the people in the desirability of owning their own home and in the safety of real estate as an investment.

The Durable Goods Industries Committee has also emphasized in their report that industrial relationships between labor and management must be handled so as to assure peace rather than strife.

Confidence More Important Than All

We pointed out that chief among the fundamental conditions needed for recovery was the further re-establishment of confidence and that this was the most important of all. In dealing with this subject of confidence, the committee report stated:

"The revival of industry and the elimination of the major part of our unemployment hinges upon the free flow of capital into private industry, a fact that depends upon increased confidence in the future and the belief of investors that nothing is in prospect which will endanger the safety of their investment and the return of a fair profit. The establishment of these essential conditions is the immediate and imperative task before the country today. It is the judgment of the committee, that among these conditions are the following:

"1. *Business Profits Essential:*

"Business, involving the exchange of goods and services, includes a large degree of uncertainty. It requires individual enterprise and courage, combined with judgment, to face those unknown factors of the future which cannot be accurately anticipated. Replacement of

obsolete facilities and the financing of new ventures will be undertaken only in the anticipation of a profit. The hazards of business must be balanced by the prospect of a fair return on investment. Private enterprise must replace Government expenditure, and the individual investor must be given confidence that all legitimate business ventures will be encouraged to the end of returning a fair profit.

"2. *Private Financing of Private Enterprise:*

"Most Government revenues come from some form of taxation. Continuance of the present rate of expenditures by Government will greatly accelerate the growing burden of Government debt, which, now and in the future, will call for an increasingly burdensome load of taxation upon business and all individuals.

"The requirements of the World War forced the Federal Government into many activities normally handled by private enterprise. In the present War on Depression the emergency has forced the Federal Government into many other activities which lie properly in the field of private finance.

"We believe that in every instance where Government is now functioning in the place of private agencies such governmental activity should be discontinued as soon as practicable, and that the responsibility for supplying capital and credit to business and to other non-governmental activities should be restored to usual private channels.

"3. *Increasing Taxes Jeopardize Recovery:*

"We believe the bills for new taxes not required for the Government's fiscal operations should not be considered at this time. The principal key to recovery is an increase in the demand for durable goods and the question of costs, in which such taxation would play a material part, is extremely important.

"4. *Balancing of the National Budget:*

"The ability to borrow depends upon confidence that the debt will be paid when due, but obviously this confidence will be impaired if

PORT OF BALTIMORE . . .

VALUE OF SHIPS' CARGOES TAKES JUMP AT PORT

70.4% Increase Over First
Five Months Of Last
Year Reported

MAY, 1934, FIGURES
ALSO REVEAL GAIN

Survey Puts Imports At
\$4,283,630, Exports
At \$2,895,584

Business is picking up at the port of Baltimore. G. H. Pouder, director of the export and import bureau of the Baltimore Association of Commerce, announced yesterday. Total cargo valuation for the first five months of 1934 was \$38,472,887, an increase of 70.4 per cent. over the corresponding figure of 1933.

Exports so far this year show a 129.9 per cent. gain over last, and imports are up 43.7 per cent., Mr. Pouder revealed. Customs receipts have increased 28.5 per cent. for the period.

The total foreign trade for May, 1934, was valued at \$7,179,214, with imports at \$4,283,630 and exports at \$2,895,584. As compared with May, 1933, the total showed an increase of 45.1 per cent.

In May the customs receipts were \$588,786.15, an increase of 10.9 per cent. over April and of 59.5 over May, 1933.

---THE SUN
June 16, 1934

**THE
SUNPAPERS
in May
Daily (M & E)
278,742**

borrowings continue indefinitely. We commend the efforts of the President to stem the tide of rising Federal debt. We urge that every possible attempt be made to bring the entire Federal budget into balance at the earliest possible date consistent with the expenditures clearly necessary to meet emergency needs. Failure to do this will multiply the problems of achieving economic recovery and will destroy public confidence in our ability to work out of our present difficulties.

"5. Monetary Policy:

"Business cannot make long-range plans without assurance that our monetary policies will not be subject to sudden and arbitrary changes. Such changes destroy confidence and work against economic recovery. We commend the stand taken by the President upon various occasions against unsound inflationary measures and urge a speedy return to a definitely stabilized

dollar as soon as domestic price levels and conditions of foreign currency make this practicable. A stabilized dollar is needed in order that business men can plan for the future.

"6. Operations under the National Industrial Recovery Act:

"The committee stated that business needed assurance that companies which have adjusted their business methods and policies to the temporary emergency program of the NRA should be free from the uncertainties of unreasonable or arbitrary administration. Measures for coercive Government control of industry are inconsistent with American principles, and such measures can have no other effect than to kill confidence and indefinitely delay recovery. The committee urged that the Administration clarify the Government's policy toward measures and trends which are inconsistent with our economic system."



New St. Louis Club Officers

Frank C. Hamilton, sales manager of the Hoffman Press, has been elected president of the Advertising Club of St. Louis. He will succeed E. H. McReynolds, assistant to the president of the Missouri Pacific Lines.

Other officers are: Louis A. Zimmerman, Buxton & Skinner Printing & Stationery Company, first vice-president; Gus J. Lehlietner, Victoria Company, second vice-president; Arthur E. Kaye, business manager, St. Louis *Star-Times*, third vice-president; George W. Coombes, campaign secretary, St. Louis Community Council, secretary, and W. M. Sherill, First National Company, re-elected treasurer.

The new officers will be installed at the club's July 10 meeting.



R. B. Davis Joins MacFarland

Robert B. Davis has joined Hays MacFarland & Company, Chicago agency, as a vice-president. Mr. Davis has been associated with the Charles Daniel Frey Company, Chicago, for the last ten years, the last five as vice-president in charge of plans and copy.



Thompson with Lamb Agency

Jack Thompson, for the last five years a Middle Western manager for the *Manufacturer's Record*, Baltimore, with headquarters in Cleveland, has joined the James G. Lamb Company, Philadelphia advertising agency.

Chicago Engineers Elect

O. A. De Celle, sales manager of the International Filter Company, is the new president of the Engineering Advertisers Association of Chicago. He succeeds Milo E. Smith, advertising manager, Chicago Bridge & Iron Works.

Other new officers are: vice-president, W. T. Watt, Fairbanks, Morse & Company; secretary, W. D. Murphy, Sloan Valve Company; treasurer, R. E. Williams, B. F. Gump Company.

Directors representing the active membership are: L. W. Kimball, Acme Steel Company; Stuart Phillips, Dole Valve Company; and B. R. Graff, Creamery Package Manufacturing Company. W. I. Brockson, Commercial Advertising Agency, represents the associate membership.



Tanner Returns to Vars

William B. Tanner has returned to the staff of Addison Vars, Inc., Buffalo, N. Y., as production manager. Formerly with this agency, he served in a similar capacity from 1926 to 1930 and later as account representative and office manager of the firm's Rochester office.



Heads Circulation Men

Frank Newell, of the Toledo *Blade*, was elected president of the International Circulation Managers Association at its convention at the Hotel Pennsylvania, New York, last week. He succeeds James Montgomery, of the Detroit *News*.

Real Selling Opportunity in Complaint Letters

All Depends on Sales-Mindedness of Man Handling Them

By Cy Norton

Manager of Sales Promotion, Strathmore Paper Company

MANY companies regard complaints as a nuisance.

But some companies regard them as a business opportunity.

A complaint is never as interesting as an order. It is a chance to lose money on something which has been sold at a profit. A complaint, poorly handled, can antagonize and lose past, present and future customers. But the same complaint, properly handled, will oftentimes lead to added prestige, closer business relationship, larger sales and increased profits.

Furthermore, a complaint occasionally reveals some fault in the merchandise, which fault, if not corrected, may seriously undermine sales. Or sometimes a complaint unearths a new improvement in product which proves a decided sales advantage over competition. And some complaints have even led to the discovery of a new market or a new product.

Yes, complaints are important—too important to allow careless handling as in the first five cases quoted below—and important enough to warrant adequate handling by a sales-minded executive as in the last five cases.

Here are ten actual cases in the handling of complaints:

Case 1. Complaint was received. Factory failed to acknowledge for two weeks. Another letter from complainant, who was getting more and more angry. A few days more of no answer. Finally complaint was approved and adjustment made but the customer, still angry from lack of acknowledgment of his letters, decided that the factory with such poor business methods would get as little as possible of his future business.

Case 2. Manufacturer answers

complaint promptly but being busy makes very little investigation. Decides product is probably O. K. and so places blame on complainant. Latter objects strenuously and asks for reconsideration. Careful investigation reveals manufacturer at fault and adjustment is made. But manufacturer has lost the confidence of the customer.

Case 3. Complaint received and promptly acknowledged with a check for adjustment. But the letter accompanying the check was so ungraceful and so badly bungled that it antagonized the customer and lost much good-will.

Case 4. Complaint acknowledged after a few days by a very long, evasive letter which gave no definite information. Customer unable to gather from letter what was actual status of complaint. Wrote again and got another voluble letter of generalizations. Wired, "What are you going to do about our complaint?" Answer, "Check follows." That one complaint was settled satisfactorily but the customer still felt disgruntled with a company which seemed to want to "pass the buck."

Case 5. Previous history of this case is needed for a thorough understanding: Consumer buys expensive equipment from branch office of big factory. A year later one part of the equipment breaks—the branch office agrees to return the part to factory and promises return of equipment in one month's time.

Two months go by and consumer asks branch office where repaired part is. Nobody knows—or at least nobody would tell.

One month more and delivery is made. During discussion branch office inadvertently discloses that

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Boys Ready!

Detroit News' 34-Page Year Book With Latest 1934 Facts About the Detroit Market

Where is Detroit in relation to Michigan? What proportion of Michigan's population, wealth and earning power is in the Detroit area? What cities and towns comprise the Detroit market? How many cars are owned in these cities? How does the automotive industry look? How about employment, payrolls, incomes, value of manufacturers, home ownership? Where does The Detroit News circulate? What type of homes? How about duplication? What is the lineage situation? What stores distribute what goods? Where is Detroit's wholesale market? These and hundreds of other questions are answered for you in the 1934 Year Book of facts about the Detroit market and The Detroit News. Your copy should be in your hands now. If not, write on your business letter head for it, today.

The Detroit News

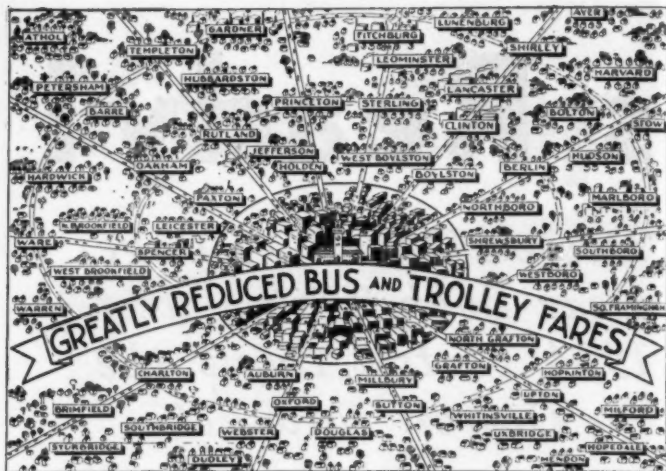
THE HOME NEWSPAPER

New York:

A. KLEIN, INC.

Chicago:

J. E. TUTT



STORE'S—EYE VIEW!

THE WORCESTER MARKET is here portrayed as drawn by a merchants' committee for a recent city-wide sales event. The tremendous buying power of this rich industrial area (population 547,000) finds its natural outlet in Worcester stores.

Within this trading area the *Telegram* and *Gazette* distribute more than **103,000** PAPERS and *Gazette* distribute more than **103,000** DAILY

These Newspapers — ALONE — Cover the Worcester Market.

THE TELEGRAM-GAZETTE

Worcester, Mass.

GEORGE F. BOOTH, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

TOTAL AVERAGE NET PAID DAILY CIRCULATION
MORE THAN 100,000 FOR OVER 7 YEARS

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the part was not sent to factory but was fixed by a local salesman in his spare time!

Consumer was riled at slowness of service, at not having factory experts do the work and wonders if the technical equipment could possibly be repaired satisfactorily by a salesman.

Bill rendered immediately and within two weeks a fresh clerk becomes impertinent over the phone in asking for prompt settlement to "close up the company books."

Final result—Consumer threatens to throw out whole factory equipment as soon as financially possible, refuses to deal further with branch office—and within three months spoils two possible sales by telling friends his unfortunate experiences with this company.

Thus can poorly handled complaints by branch offices impair good-will and prestige, built up by a manufacturer who makes a fine product and spends hundreds of thousands of dollars to create sales.

(N.B. The branch office was closed within six months after the above happening.)

The above five companies lost sales, good-will and customers.

Now for some cases which were carefully, intelligently and constructively handled:

Case 6. Complaint received, promptly acknowledged, promising immediate investigation. Complainant finally found to be wrong but a carefully worded, diplomatic letter makes him still feel kindly toward the product and the manufacturer.

Case 7. Prompt acknowledgment of complaint sending check, explaining what happened and saying that similar things were being safeguarded against in the future. Complainant gets definite idea that this company is fair-minded, on its toes, and would be a good one to deal with.

Case 8. Complaint acknowledged and investigation promised. Later it was decided that there might possibly be some fault both on the

factory and on the complainant but it looked as though the factory merchandise was all right. Under the circumstances "would the merchant feel that a 50-50 adjustment was satisfactory?" He did! And this more-than-fair policy on the part of the manufacturer, has led to greatly increased business.

Case 9. Complaint acknowledged by wire promising special representative leaving next day by train to settle affair. Merchandise found at fault. Check for adjustment promised at once. Representative thanks complainant for opportunity of seeing product under working conditions and says he is confident that a slight change in the product will overcome any possible difficulties of a similar sort in the future.

Case 10. A company asks what product to use for a special purpose. Recommendation is given but insurmountable difficulties arise. A technical man from the factory is called in personally to study the situation. He finds product unsuitable for the needs of the client and approves a fair adjustment. Then sets about to invent a new product which will be satisfactory and which will open up a new and profitable market for his company.

These five companies through complaints earned good-will, built satisfied customers and actually won more business. Merely because these complaints were handled, not by routine detail clerks, but by sales-minded individuals who thoroughly realized the importance of fair treatment, fair policies, and satisfied customers for the building of long-term business.

A fine job of selling and advertising can be undone by poor handling of complaints. Products can be the best on the market but careless or inadequate handling of complaints can cause ill-will, loss of customers and lowering of sales. With business already improved and better business probably ahead, many companies are today studying the handling of complaints to be sure that complaints will not be sales liabilities but rather will be real sales assets.

Department Stores and Private Brands

THE results of a study to determine the status of both private and national brands in department store promotions were reported by Dr. John W. Wingate, of New York University, at a recent meeting of the National Retail Dry Goods Association. The chief conclusions derived from the survey follow.

1. Most promotions represent unbranded goods which account for over 80 per cent of the promotions in large stores and probably 75 per cent in smaller department stores.

2. Promotion of national and private brands is almost equal.

3. National brands are not advertised in proportion to sales derived from them.

4. Smaller department stores are increasing their promotions of national brands believing that these yield greater sales returns in ratio to advertising cost.

5. Relative to private brands, large stores are decreasing their promotions of national brands, believing that returns from adver-

tising are greater on their own brands.

6. Large New York stores, however, have increased their promotion of national brands as well as that of private brands, *no brand* promotions becoming less frequent.

7. National brands seem to have an advantage in regard to mark-downs but profits are higher on private brands, due to the higher initial markup possible which in turn is due to lower cost prices.

8. Most stores, large and small, are of the opinion that it is desirable and profitable to promote national brands, at least in some lines of products.

9. Store brands show the most strength in apparel departments and are growing in importance in drugs and cosmetics.

National brands dominate in both larger and smaller stores in the home furnishings field.

10. There seems to be a tendency for the customer to consider *brand* as a factor in choice, more than formerly.



Dallas Club Elects

J. Richard Brown has been elected president of the Dallas, Tex., Advertising League. Jordan Ownby and Willard Wiegel were elected vice-presidents; Pierre Fontaine, secretary-treasurer and, as directors, Mrs. Margaret Evans, Dudley Kennedy, Louis Yeidel, Hugh Cargo and James T. Hightower.



G-E Advances Burrows

R. T. Burrows, manager of the Pacific division of the incandescent lamp division of the General Electric Company, has been named assistant manager of the sales promotion department at Nela Park, Cleveland. He became manager of the Pacific division in 1929.



W. R. Price in New Work

William R. Price, for the last four years with Atherton and Currier, Inc., as assistant space buyer, has become associated with Victor B. Robertson, in conducting a general direct-mail service, with offices at the Letter Guild, New York.

Advanced by Frederick & Mitchell

Todd Reed, Pacific Coast manager of Frederick & Mitchell, Inc., Chicago agency, has been appointed publicity director with headquarters in Chicago. He is succeeded as Pacific Coast manager by M. C. Borland, recently with the Los Angeles office of McCann-Erickson, Inc.



With Industrial Journal

G. H. Scoltock, Jr., formerly with the McGraw-Hill Publishing Company and recently with *Brewery Age*, has been appointed to represent *Industrial Equipment News* in the Western portions of Pennsylvania and New York, with headquarters in Pittsburgh.



Has Airways Account

New York Airways, operating between New York and Atlantic City, have appointed Churchill-Hall, Inc., New York, to direct their advertising. New York newspapers are being used and the campaign will probably be extended to other Eastern cities shortly.

Liquor Appropriations

Most Distillers Are Tending to Set the Budget by the Per Case Method

I. A. GOLDMAN & COMPANY
BALTIMORE, Md.

Editor of PRINTERS' INK:

Have you any information showing how distilleries are arriving at their present advertising appropriations?

I. A. GOLDMAN.

IN the exciting and uncertain months that have followed repeal few distilleries have had an opportunity to work out really scientific appropriation methods. Inquiry among leading distilleries and their agents, indicates that appropriation problems have gone through two phases. The latter is transitional and gives some promise of leading to something more scientific than has been used up to the present.

As soon as repeal became certain, the distillers realized that advertising was going to be a vexing problem. In the first place, there was the question of how many and what publications would accept liquor advertising. In the second, was the question of how much should be appropriated for advertising. This problem was further complicated by the fact that in many cases it seemed to the distiller to be a gamble since, unlike the established advertiser, he was forced to spend money in advance. Because he had so many expenditures to make in advance of actual sales, in many cases advertising loomed pretty large on the horizon.

In a few instances efforts were made to estimate possible sales with the idea of working out a percentage of sales or per case appropriation. It was soon discovered by the distillers, however, that there was no really sound method of estimating what would happen. Experience has shown that most of the estimates that were made were wrong, often on the side of optimism.

The result was that in the beginning most distillers did the only

possible thing they could do. They examined available funds to see how much they could spare for advertising and, at the same time, studied media to see where the advertising could be placed. That is not a scientific appropriation method but it was probably about as good as any to use at the time.

Today, with considerably less than a year of experience behind them, distillers find their appropriation methods in a stage of transition. Some of those who were most optimistic at first now have their feet planted on the ground and are beginning to take a realistic view of the problem ahead. They have some definite sales figures to go by, they have had an opportunity to see the effectiveness of their advertising (although not nearly the opportunity they would like to have) and they are now working toward sane, rule-of-thumb appropriation methods.

Advantages and Limits of Per Case Method

Most of the distillers at the present time seem to be working toward the method of appropriating so much per case for advertising. This old and tried per unit method of appropriation is ideally adapted to the liquor industries and will probably be the most widely used method for several years anyway. It has its disadvantages, chief of which is that the appropriation is always governed by a conservative yardstick whereas, under certain circumstances, this is not the most profitable kind to use.

One or two of the distillers, having been forced to use a somewhat fantastic task method, find that it hasn't worked out so badly and, therefore, instead of setting up their appropriations on a per case basis, are looking toward determining advertising expenditures by the job to be done.

The percentage of sales method

will undoubtedly be used but, at the present time, it is a rather unsatisfactory method because there is not enough experience to act as a guide. Percentage of sales is a method that really works out best when a company has a background of experience.

There is one important point that cannot be overlooked and that is that it is difficult to work out any satisfactory appropriation method so long as advertising policies are in a state of flux. Many distillers today are still experimenting with copy angles, media, and space units. While this process of experimentation is going on the advertising budget must be a factor of control rather than a scientific guide toward expenditure.

One leading advertiser sums up the case nicely as follows:

"It was impossible for the distillers to make a basis for appro-

priations for past performance as there had been no past performance for some fifteen years. Therefore, the majority did their advertising on the presumption that they would spend so much money for advertising over a certain period and see what result is achieved. If, during that period sales increased they would thus increase their advertising appropriation. If they decreased, either the appropriation must be decreased or a new basis of figuring the amount of advertising had to be worked out.

"We know that during this period, at any rate, we are not committing ourselves to any definite yearly, semi-annual or quarterly schedule. We are feeling our way along as we believe that this is the best and perhaps the only method a manufacturer can follow when he is venturing in a field in which he has no past performance."



Acquires Coffee Brands

The brands and blends of the New Orleans Coffee Company, Inc., Morning Joy, French Market and Pointer Coffees, have been purchased by the American Coffee Company, Inc., of that city. Newspaper space, window strips and grocery circulars are being used to advertise these brands, according to Richard G. Drown, general manager of American Coffee, who states that other mediums are being considered. The introduction of a premium plan and the packing of gift coupons have also been adopted to stimulate the purchase of the brands.



Goodyear Denied Dismissal

The Federal Trade Commission has denied a motion to dismiss its complaint against the Goodyear Tire & Rubber Company. The complaint charges price discrimination in that company's tire contract with Sears, Roebuck & Company, in violation of the Clayton Act. As a result of this decision taking of testimony has been resumed.



Appoints Fairfax

The Merchants Wine & Liquor Service, Inc., has appointed the H. W. Fairfax Advertising Agency, Inc., to handle its advertising account. Business papers and newspapers will be used.



With Theis & Simpson

Robert C. Brent, Jr., has joined the New York staff of Theis & Simpson Company, Inc., publishers' representative.

Leaves "Machine Design"

Franklin M. Johnson has resigned as publisher of *Machine Design*, Cleveland, and has disposed of his interest in the Johnson Publishing Company to The Penton Publishing Company, with which it has always been affiliated. He has established a business consulting service with offices in the Penton Building, Cleveland. J. D. Pease, vice-president of Penton and president of the Johnson company since its formation, continues to direct general management of *Machine Design*.



Join Griswold-Eshleman

The Griswold-Eshleman Company, Cleveland advertising agency, has made the following additions to its staff: Thomas M. Murphy, formerly with the Erie Lithographing & Printing Company, has joined the creative department; Edmond C. Powers, formerly with the editorial department of the Penton Publishing Company; and William Weaver who has been appointed manager of the media department.



G. M. Murray in Chicago

George M. Murray, formerly president of Murray & Coe, Inc., Boston, has been appointed business manager of the Chicago Teachers College, Chicago. He will direct a summer newspaper advertising campaign.



Victor Soap Names Spires

Krell E. Spires has been appointed general manager of the Victor Soap Company, Dayton, Ohio.



TAKE THE EXPRESS ELEVATOR

When you go to the national women's market, take the express.

That market, in its essence, lies between the ages of 20 and 50 — the Second-Score-and-Ten. Before a woman reaches twenty, her buying is insignificant. After she reaches fifty, her buying tapers off sharply. But in her twenties and thirties and forties, a woman does most of the buying of her lifetime. In those years she marries, makes a home, rears children. In those years she does the buying, not merely for herself but for her husband, her children and her home. It is in those years that she experiences both the need and the incentive for cosmetics. Those are the important years for the advertiser.

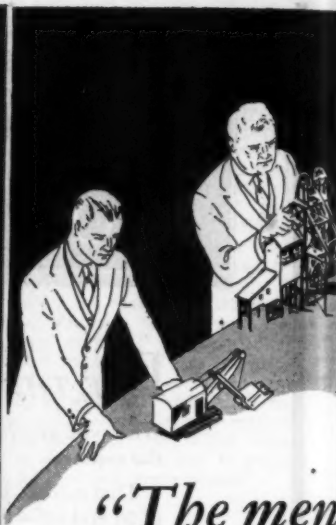
In 1926, Delineator was redesigned editorially to appeal to women in their twenties and thirties and forties. This was a revolutionary and important change. And it worked.

Today Delineator has a larger percentage of readers in that buying age-span than any other women's magazine. Delineator is the advertiser's express elevator to those floors of the women's market on which it pays to get off and do business.



DELINEATOR

The
men who
DO things
are
the men who
BUY things



"The men who



BACK of the purchase orders action! of business and industry, decide a are the men who design things, the so-cal test things, build things! The ness and men who "boss" things! The men and technicians, engineers, managers, ship of superintendents! The men rections. sponsible for the production of McGraw goods at lowest possible unedited ex costs! The men responsible for who are maintaining Industry's making things chinery and equipment at the these key peak of efficiency. Industry.

These are the men who initi McGraw ate industrial buying! These are the men who specify quality style, type, tolerances! These are the men who recommend McGraw

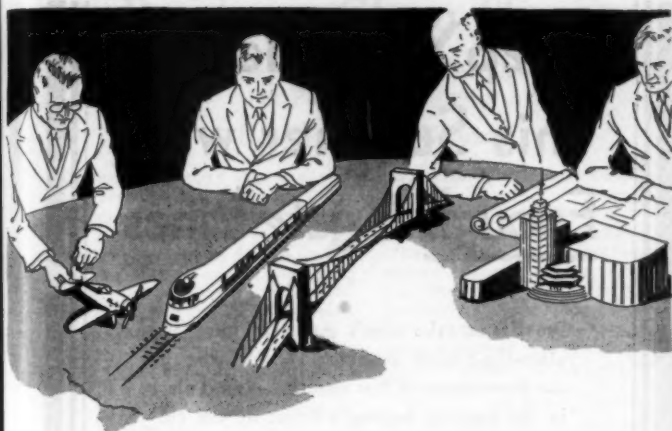
American Machinist
Aviation
Bus Transportation
Business Week
Coal Age

Chemical & Metallurgical
Engineering
Construction Methods
Electrical Merchandising
Electrical West

Electrical World
Electronics
Engineering and
Mining Journal
Engineering News-Record

Food Industries
Factory Management
Maintenance
Metal and Machinery
Power

McGraw
330 West



men who make America t-i-c-k"

orders action! These are the men who
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 mature, intelligent subscription
 salesmen traveling throughout
 the United States, Canada and
 Mexico.

McGraw-Hill Publications
 therefore offer you the most
 direct, waste-proof way to send
 your sales message to the busi-
 ness and industrial audience, to
 the men who DO things,—to
 the men who BUY things.

McGRAW-HILL PUBLISHING CO., Inc.

330 West 42nd Street, New York, N. Y.

World
 g and
 Journal
 News-
 Food Industries
 Factory Management and
 Maintenance
 Metal and Mineral Markets
 Power

Product Engineering
 Radio Retailing
 Textile World
 Transit Journal



Keep Your Sales Up This Summer with Enough Agate Lines

Pre Easter sales aren't going to meet any after-the-Fourth payrolls. Laurels won by the promotions of last month have no place in the summer buying schemes of the customers of tomorrow and next week. Customers are coy and canny creatures. They must be wooed continuously with *enough* agate lines of advertising, capably conceived and properly placed.

The Free Press offers a tremendous summer market for goods of every kind—a market that is on the up and up in numbers and buying abilities.

Its audience, embracing two out of every three good homes in the potent purchasing areas of Detroit, represents thousands of ready-pursed customers who need more things than ever to match their summer needs. They are buying things. Invite them to buy regularly what you have to sell. Profitable sales in fine volume will follow inescapably.

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1934

VERREE & CONKLIN, Inc., National Representatives

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Ready to Clean House

A.F.A. Thinks, However, That No More Laws Are Needed to Purge Advertising

By Bernard A. Grimes

IN the preliminary report of the Advertising Federation of America convention, appearing in *PRINTERS' INK* last week, it was related that advertising had again put itself on trial in an earnest effort to find out why such a considerable number of people—important people too—are knocking it.

First of all, there was the clinic conducted in impromptu court style which I described last week. This went over with a bang. Judging from enthusiastic expressions of approval voiced by hardboiled, blasé and even bored advertising people, this was possibly the most important and most constructive feature ever put on at an A.F.A. convention. In any event, it certainly "made" this year's meeting.

And then the inquiry was carried on in fifteen departmental meetings. Here specific divisions of advertising discussed the situation from their individual viewpoints.

In all the sessions there was a plainly evident determination to find out the truth regardless of how much the truth might hurt.

And here, expressed in resolution form (the resolutions being adopted at the final meeting Wednesday), is what the Association proposes to do about it:

Whereas, advertising has long since proved itself to be a necessary and economic force in the material welfare of the people of the United States; and

Whereas, that material welfare is vitally involved in the challenge of the day to all our American institutions—political, social, commercial;

Therefore, organized advertising insofar as it may be involved in the challenge to such institutions, meets that challenge in the spirit of truth and good-will in which it has pioneered in the field of business and asks the critics of our business

institutions to be guided by like motives.

Advertising is distinguished by its public power and responsibility, and consequently must be operated with greater efficiency and greater freedom from abuse than other business methods. It is not only exposed to public appraisal at all times, but is dependent upon the confidence and good-will arising out of a great body of constructive effort.

Whereas, advertising has created its own standards of practice years ago and has consistently sought to improve and enforce these standards with all its co-operative power, having set up enforcing bodies—the Advertising Review Committee, the Better Business Bureaus and the individual review organizations—to deal with the small percentage of offenders.

Whereas, the present emphasis on the small percentage of misuse of advertising demands that we reiterate our condemnation of all abuses of the social code of honesty, decency and good taste.

Whereas, we recognize the general adherence to our standards from the vast majority of all groups touching the activity of advertising, and believe that we can continue to improve our own regulation of our business without governmental intervention. Therefore, be it

RESOLVED, that the Advertising Federation of America call upon its affiliated groups to strengthen existing machinery or to set up new machinery to provide more effective supervision of advertising copy.

It is the business of advertising bodies acting together, either on a trade or geographical basis, to keep the public free from advertising that is destructive in its misrepresentation, its inaccuracy, its indecency, or that is offensive in any way to the consumer.

With adequate self regulation,

Off the Record at the A. F. A.

The Candid Camera Man
Gets Personal



Ed Kobak at left and Gil Hodges at right, both talking to Secretary of Agriculture Wallace but not about the Tugwell Bill.



Left to right are Lockwood of New York Central, George Auer (New York Herald Tribune) newly elected president, Newspaper Advertising Executives Association and Howard Davis, Business Manager, New York Herald Tribune and president of the A. N. P. A.



Frank Braucher, of Crowell Publishing Company, and Ken Boice, of Columbia Broadcasting, talk over a speech they both enjoyed.

C. M. Chester, president of General Foods, Gil Hodges, New York Sun, Ralph Starr Butler, General Foods and (in the shadow of the mike) Lynn Sumner, head of the G. Lynn Sumner Company.

Again left to right leaving out center—
Mrs. W. E. Donahue and Bill Donahue of
Chicago Tribune and (center) another
fellow.



Right to left (this
time) we see Dick
Patterson, National
Broadcasting, Harry
Tipper, export ex-
ecutive, Ed Gibbs,
New York Retail
Code Authority and
George W. Kleiser,
important outdoor
advertising man.

Paul Hollister, witty and
able executive vice-president
of R. H. Macy & Co., and
next to him Jacob Albert,
Detroit News, who presided
at Newspaper Promotion
Managers Meeting.



Bill Rankin decides that
radio's H. V. Kaltenborn
ought to have his picture
taken.



Phil Thomson, President, A. B. C.,
(center) Francis Lawton, General Busi-
ness Films, Inc., and George Crain, Ad-
vertising Age, talk about this and that.

Anna Steese Richardson, whose
speech went over big, looks over the
audience while Mayor LaGuardia won-
ders what he can do about keys to the
city. Ed Kobak at Mayor's left and
Charlie Murphy.

laws already in existence are fully capable of punishing these deliberate offenders.

Be it further **RESOLVED** that the Advertising Federation of America continue and strengthen its educational work and extend it to all colleges, schools, clubs, associations and all organizations of consumers.

Be it further **RESOLVED** that the Board of Directors of the Advertising Federation give favorable consideration to the recommendation for the organization of a public relations group representing advertisers, advertising media, agencies and consumers to aid in the dissemination of the facts and right understanding in regard to the utility and operation of advertising.

The call for organization of a public relations group was taken under advisement by the directors at a board meeting, and I understand was favorably commented on.

The foregoing represents the strict views of the situation as seen by a reporter who tried his best to ascertain the real facts and to set them down without bias or favor. Even though there might be some who would have urged stronger action, there will probably be no one who will deny that the whole convention was carefully planned with the object of getting right down to the grass roots of the proposition.

The opening address of Edgar Kobak, A.F.A. president, summarized the whole case. During his administration he has worked closely with those officials of the Government who are planning legislation to govern advertising. His speech, therefore, was important in its understanding of their attitude.

"All fair-minded advertising men and women agree," he said, "that there is much in advertising that can stand criticism. Those of us who want advertising to become more effective and to do a better job are glad to have its weaknesses pointed out. However, the professional critics and the self-appointed champions of oppressed advertising victims do not confine their criticisms to actual faults in advertising. They attack the whole thing

with violence and cry out for the total abolition of advertising in all its forms."

This, he emphasized, makes it imperative that the industry clarify the purpose of advertising to the end that both consumers and business men have a clear understanding of the place which advertising occupies in our social scheme. Another issue facing advertising workers, he indicated, is the challenge to write better copy, to produce better advertising.

"We cannot close our eyes," Mr. Kobak declared, "to the fact that there is some advertising which is off color. We must be the first to condemn it.

"But this type of copy originates with a very small percentage of advertisers whose offenses can best be handled by regulation from within the industry rather than from mass legislation. While adoption of codes of ethics and campaigns for truthful advertising have done much good, the need of the industry today is for something more direct and quick acting."

National and retail advertisers, newspaper and magazine publishers, broadcasters and other homogeneous groups of the industry were praised by Mr. Kobak for their efforts in tackling this need for more direct action, and he predicted continued constructive work along this line in the near future to protect advertising against decay from within and to guard it against unfair attacks from without.

Numerous other speakers voiced recommendations and cautions that were brought out in Mr. Kobak's keynote speech.

Mrs. Anna Steese Richardson, whose address was reported in **PRINTERS' INK** last week, told of the need for the Public Relations Bureau outlined in the convention's resolution.

Secretary of Agriculture Wallace discussed the great opportunity that lies ahead for advertising that plays a sound part in promoting better economic conditions.

Roy Durstine declared that the time had come for the industry to stop kidding itself and to make

advertising as accurate as news and urged that publishers continue in their effort to exclude blatantly offensive copy.

Kenneth Collins, of Gimbel Brothers, was also emphatic in the assertion that publishers were confronted as were advertisers with the necessity of making all advertisers more honest.

Newspaper advertising executives, among themselves, exchanged experiences as to what policies were being followed in various cities with respect to the handling and censorship of copy.

It seemed that every departmental meeting heard the problem discussed and planned ways and means of bettering individual copy so as to take advantage of the greater good-will that is to come to those who get wholeheartedly behind the movement to cleanse advertising of the stigma of exaggerated appeal and misrepresentation.

At other conventions the subject had been discussed, largely from the standpoint as to whether a problem did exist and if so, to what extent. The notable difference this year was a boiling down of the problem to its proper relation to all advertising, the concession that there is a basis for the charges made by advertising's critics, and a determination to fight. The growing insistence that those who indulge in questionable practices should be forcibly dealt with is full of significance.

At the annual business session announcement was made of the new officers and directors for the coming year. Chairmen of the three councils, who automatically become vice-presidents, are: Miss Josephine Snapp, of the Chicago staff of *Household Magazine*, who heads the Council of Women's Advertising Clubs; Charles E. Murphy, attorney, who heads the Council on Departmental Activities, and Arthur H. Brayton, of Marshall Field & Company, Chicago, who heads the Council on Advertising Clubs.

These directors were elected for three-year terms: Frank Braucher, vice-president, Crowell Publishing Company; George W. Kleiser,

president, Foster & Kleiser, San Francisco; Gilbert T. Hodges, of the executive board of *The Sun*, New York; Helen Rockey, Consolidated Gas Company, New York, and Mr. Kobak.

The board met and elected Victor Martin, business manager of the Davenport *Democrat* as secretary, and Frank Black, advertising director of Wm. Filene's Sons Company, Boston, as treasurer.

Election of other officers, including president, was postponed for one month. Under the by-laws the present officers continue in office until that time.

• • •

Vaughn Weidel, promotion manager of the New York *World-Telegram*, was elected president at the closing meeting of the Newspaper Promotion and Research Managers Association, succeeding Jacob Albert, promotion and research manager, *Detroit News*. J. A. Swan, promotion manager, *Des Moines Register and Tribune*, is secretary-treasurer.

The meeting combined discussions led by members and talks by advertisers and advertising agency executives.

Newspapers as advertisers of their own products, it was said by Leo McGivena, promotion manager of the New York *Daily News*, are too prone to be "starters and stoppers."

There has been, in his opinion, too much of "look what a bum we made of our competition" rather than planned campaigns along constructive lines. He does believe, however, that this sort of attitude will soon pass out of the picture.

Mr. McGivena feels that newspapers are gaining a broader vision of the advertisers' problems and that newspaper promotion men, in particular, are thinking more as advertisers think.

• • •

The Manufacturers' "Merchandise Advertising" Association, Inc., voted to change its name to the National Premium Advertising Association, Inc.

The group was addressed by Charles Wesley Dunn, general

counsel of the association. He pointed out that since the NRA ruling of May 25, there are now no restrictions on the distribution of consumer premiums, except in a few industries where anti-premium provisions were included in signed codes. Mr. Dunn advised manufacturers in these industries to file petitions immediately with their code authorities and the NRA asking for modification.

Andrew M. Howe, associate editor of the *PRINTERS' INK* Publications, advised premium users to decide "*why* before *what*." "This applies not only to premiums," he said, "but to the selection of all advertising media, and, in fact, to a wide range of business activities. Too often business men approach their problems from the wrong end. They reverse this process. They put *what* before *why*. They decide in advance what they are going to do without knowing why they are going to do it."

Henry Obermeyer, of the Consolidated Gas Company, New York, was elected president of the Public Utilities Advertising Association.

Other officers are: First vice-president, J. R. Pershall, Public Service Company of Northern Illinois, Chicago; second vice-president, Donald Parry, Central Hud-

son Gas & Electric Corporation, Poughkeepsie; third vice-president, Kenneth Magers, Union Gas & Electric Company, Cincinnati; secretary, H. E. Olcott, Jr., Philadelphia Gas Works, and treasurer, Howard F. Weeks, Consolidated Gas Company, New York.

Directors: B. J. Mullaney, Chicago; F. W. Crone, New York, and H. C. Cannon, Brooklyn.

The association awarded prizes in its annual Better Copy Competition. Winners of first and second prizes, respectively, in the various divisions follow.

Electric: Newspapers, Dallas Power & Light, Central Hudson Gas & Electric; window display, New York Edison, Tennessee Electric Power.

Gas: Newspapers, Central Hudson Gas & Electric, Lone Star Gas System; window display, Consolidated Gas of New York, Kings County Lighting Company.

Transportation, newspapers: West Penn Railway Company; British Columbia Electric Railway.

Outdoor advertising: San Antonio Public Service; New York Edison.

General utility advertising: Northern States Power; Central Hudson Gas & Electric.

Campaign newspaper division: Northern States Power; People's Gas Light & Coke Company.

A.F.A. Speakers Said:

Roy L. Harlow, of Boston, assistant to the president, *Yankee Network*:

It is our understanding that ethically the advertising fraternity frowns on too much so-called exploitation in endeavoring to secure a new account. In the past thousands of dollars have been thrown away in this type of agency propaganda. This arranging for auditions is just plain exploitation. It is being carried on by time brokers, the networks and the larger agencies. The small agency simply cannot compete. But, it eventually goes into the cost of production. Don't mistake that fact. Some-

body does or will eventually pay.

The bait of a fine contract is attractive to all concerned but the dozens of auditions now given so freely will not last and indeed would not be necessary if either client, agency, station or representative knew more about the entertainment business and had definite plans as to the type of program ultimately desired.

The average client doesn't know and shouldn't be expected to know and yet we all have experienced the wasted hours caused through arguments over "tempo"—orchestrations, pick-up, interpretation and a dozen other musical technicalities

ANALYZE the Washington Market and you will want to participate in its continuous and consistent growth, with the increasing prosperity that is a natural accompaniment.

The huge building program of the Federal Government not only spells industrial activity, but emphasizes necessary Governmental expansion, which results in greater employment and better buying conditions.

Washington is the type and character of a city that a world capital is expected to be—and an interesting feature in connection with it is that in advertising for business in Washington and the surrounding market only ONE newspaper is necessary. With THE STAR—Evening and Sunday—you have the expressed newspaper preference of the people in Washington and the 25-mile shopping area into Maryland and Virginia.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. Lutz
Lake Michigan Bldg.



An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers, Inc.



As TIME's circulation grows we are painfully* aware that more subscribers mean more and more

Burns

Colds

Cuts

Constipation

Hangovers

Headaches

Heartburns

Indigestion

Sore muscles

Sore throats

And

all the other ills from which even Best Customers are not immune. So we've made a survey on what drugs TIME families use for these ailments. Send for it.

TIME

The Weekly Newsmagazine

*But our pain (and our subscribers') is pleasantly relieved by the growing number of TIME-advertised remedies.



30

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1932

1933

1934



500,000

450,000


400,000

350,000

300,000

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Bermuda
 Bernard Weatherill
 "Black and White" Whisky
 Buick
 Canadian Pacific
 Celanese
 Chrysler
 Colgate's
 Community Place
 Condé Nast Publications
 Courtauld's
 Cunard Steamship Co.
 Dewar's
 Dunlop
 Elizabeth Arden
 Essolube
 Fasset & Johnson
 Ford Motor Company
 Forhan's
 Frigidaire
 Gillette
 Goodyear
 Guinness

Harriet Hubbard Ayer
 Hubmobile
 Jantzen
 Johnnie Walker
 Kayser
 Kestos
 Kodak
 Listerine
 Louis Phillippe
 Musterole
 Orient Line
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 Parke, Davis & Co.
 Pepsodent
 Pratt's Elphyl
 Sulka & Co.
 Tangee
 Thos. Cook & Son
 Union-Castle Line
 Vapex
 White Star Line
 Yardley
 "4711"

In GREAT BRITAIN these
 advertisers — whose names you'll
 recognize—use the world-renowned
ILLUSTRATED
NEWSPAPERS

ILLUSTRATED LONDON NEWS—The SKETCH—The SPHERE
The TATLER—The BYSTANDER—SPORTING & DRAMATIC NEWS

Export Managers, Advertising Managers and Advertising
 Agency Executives are invited to write for two brochures
 entitled "FOR THE FIRST QUARTER MILLION IN THE
 LAND" and "BRING YOUR PRODUCT TO LIFE WITH
 COLOUR." These give interesting facts about the British
 Market which we believe you will like to have in your files.

FIFTEEN PEOPLE READ EACH COPY
THEN EVERY FOURTH COPY GOES OVERSEAS

Please address communications to

G. C. Morphet, Advertisement Director, 346 Strand, London, England.

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by clients and their representatives when the proper merchandising of their product needed attention.

There are still too many clients showing more interest in meeting the stars on their radio programs than in the proper selection of the stations to be used.

T. S. Marshall, advertising manager, Shell Eastern Petroleum Products, Inc.:

It is truly surprising the facts which publishers ignore in the solicitation of space. It is impossible that publishers have less regard for newspapers as a medium than the advertisers; yet the advertisers must dig out for themselves the facts on which to distribute their advertising appropriations. Radio has its networks, outdoor has Outdoor Advertising, Inc., as its promotional agency, magazine costs are large enough to justify elaborate individual presentations, but it seems that the solicitation for newspapers continues to be a game of "dog eat dog," and the devil take the hindmost within the medium.

Kenneth M. Goode, sales and advertising counselor:

Even with an admittedly lunatic fringe, advertising and all other selling will play a continuously, and increasingly, more important part than do its critics in the nation's increasing prosperity. For stripped of their respective extravagances, advertising, and not its critics, will be found to represent the more modern evolution of business—the dynamic distribution—the reciprocal distribution of goods and money, that alone can salvage modern mass production.

C. Norman Stabler, financial editor, "New York Herald Tribune":

In my opinion, the amount of business in Wall Street rather than the limitations of the law will measure the amount of financial advertising. It will increase or decrease in a direct proportion to the increase or decrease of financing and trading in Wall Street.

If we make a comparison with the Federal Reserve Act when it was passed during the Wilson ad-

ministration, we will come to the conclusion that dire predictions made during the time this newest legislation was under discussion probably erred on the bearish side, and that as Wall Street is a necessary part of our economic life, it will continue to do business in the future. It will have wares to market and that means reaching the public through the advertising columns of the newspapers.

C. M. Chester, president, General Foods Corporation:

We speak of the Responsibility of Management, but what of the Management of Responsibility? Can anyone in fairness contend that members of Congress in voting vast sums of money for the purpose of securing their own political futures are not just as culpable as the faithless banker or business man who defrauds his depositors or stockholders?

Because of the insidious effect of political indictment against business on public psychology and because of some of the dangerous correctives which have been suggested, no responsible business head conscious of his duty to stockholder, employee and consumer can longer remain silent and be faithful to his trust.

Walter Damm, manager, Radio Station WTMJ, Milwaukee:

The radio industry is suffering today from too many surveys and research studies rather than too few. Too many people are attempting to do the work along too many lines, with the result that many of the studies are of little use to prospective buyers of radio time.

Because of the many methods used and the fundamental misapplication of some of the principals followed, it may even be that many surveys are actually misleading. This is no reflection on the integrity of any of the stations or research organizations that have published their findings. Ignorance and erroneous deductions are no doubt to blame rather than downright dishonesty.

The radio industry is beginning to realize that stations must give

reliable information comparable to that provided by other advertising media, and that stations must be honest in publishing their findings. The withholding of unfavorable data from the prospective advertiser can only prove to be a boom-crang in the long run.

Alfred T. Falk, director, Bureau of Research & Education, Advertising Federation of America:

While it may be considered good taste to keep the academic cloisters untainted by vulgar knowledge of commercial advertising, it is not good taste and not even funny when this particular blind spot in education is carried to the seat of Government and there influences the passage of laws and regulations controlling the conduct of business.

In the past, we didn't care much whether Government officials were wise or ignorant on the subject of advertising, for then it did not matter a great deal. But things have changed, for now the Government is doing a lot of things that affect advertising directly. Advertising suffers from too many experts in special fields of knowledge offering their philosophy on matters they know nothing about.

Dr. Paul H. Nystrom, professor of Marketing, Columbia University:

Price fixing is an invitation to public control of business. If the price fixing provisions are to remain in the NRA codes we shall not only have public supervision but public control of business before we get through with it. We shall have a greatly increased num-

ber of bureaus and commissions. Taxation that now takes a quarter or more of the total national income will continue to grow heavier. Indeed, those who favor price fixing and market control are marching in perfect accord with those who believe that all private enterprise should be taken over by the Government. If the provisions for price fixing and market control now in the codes are permitted to stand, individual economic opportunity will be at an end.

Dr. Claudius T. Murchison, director, Bureau of Foreign & Domestic Commerce, U. S. Department of Commerce:

Among the many changed attitudes of the last year, not the least interesting is the new idea that the tariff cannot be disposed of merely through considerations of whether it should be high or low.

The process of dealing with the matter, therefore, has become a highly selective one. With respect to each foreign country, the negotiations will be directed toward an agreement which is mutually advantageous. With respect to our own industries and commodities, the selective procedure implies that imports shall be so regulated as not only to assure adequate protection for those industries and commodities whose protection is desirable, but also to minimize the barriers to those imports which we may receive in still larger quantities without jeopardizing the well-being of the American economic system.

Fort Worth Club Elections

Eugene C. Whitcomb, Lone Star Gas Company, is the newly elected president of the Advertising Club of Fort Worth. He succeeds Paul G. Harmon, who becomes a member of the board. Miss Carroll Vaughan, Texas Electric Service Co., was re-elected secretary.

First vice-president is E. C. Taulbee. DeWitt Morgan is second vice-president.

New directors include: A. G. Norment, W. W. Cooke, and Grover C. Cole.

Appoints McJunkin

Ring-Rout, Inc., New Orleans, has placed its advertising account with the McJunkin Advertising Company, Chicago.

Canaday Given Government Assignment

Ward M. Canaday, president of the United States Advertising Corporation, Toledo, has been appointed chairman of the publicity committee which will serve the organization set up to administer the Government's Housing Modernization Bill. He is making his headquarters, temporarily, in Washington.

Changes on Davol Staff

Walter Davol, formerly assistant to the general sales manager, has been advanced to the position of assistant managing executive of the Davol Rubber Company, Providence, R. I. Herbert Behre is now assistant sales manager.

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Wind Power



WHAT with Chicago's reputation as a favorite playground of Aeolus, it seems especially appropriate to come forward with the news that it is the site of the first outdoor advertising sign to employ the wind as an indirect source of motive power. Wind has been used in connection with signs before, but according to sources believed to be competent, this is the inaugural occasion wherein air current has been harnessed via windmill to work a motion feature in an advertising structure.

The sign is the first of a series of twelve painted boards being stationed in and about Chicago by the Martin-Senour Company. Its dimensions of ten by fifty feet are topped by a cutout figure of a uniformed painter, eight feet in height, tilting a Martin-Senour paint can over a house depicted below. Behind the board at the right-hand side and looming above it is a standard windmill. This furnishes power that is translated through gears to a large twelve-foot disc which is placed in the

rear of the board at the left-hand side. The sign itself is cut away so that a portion of the disc shows through at the point between the painter's can and the house. As the disc rotates its rainbow of colors, the illusion is given that paint is actually pouring out of the can onto the house beneath.

There are thus two attention-getting elements—the whirling of the windmill, which is itself colorfully painted, and the action of the pouring paint.

The use of wind power renders it possible, by the way, to have motion in display boards out of the vicinity of electric power lines. And air is cheaper than electricity. In justice to the utility interests, however, it should be noted that the sign won't work in a dead calm, although the gearing is such that anything like a breeze will make it operate.

Against sudden sharp gusts of wind that might make the disc go too fast and then reverse itself and cause the paint stream to seem to defy gravity, a free wheeling device has been installed.

Appoints Stoddard Sampson

The Ludcke Company, Newton, Mass., has appointed the Stoddard Sampson Company, Boston, as advertising counsel. Business papers and direct mail will be used.

Cigar Account to Doremus

H. Traiser & Company, Inc., Boston, Pippins and Harvard cigars, has appointed Doremus & Company, Inc., of that city, to direct its advertising. Radio and newspapers are being used.

"But madam, just



McCall's **STYLE & BEAUTY** for

{ BEAUTY AIDS - COSMETICS - PERFUMES
HOSIERY - UNDERWEAR - CLOTHES }

McCall's **HOMEMAKING** for

{ FOOD - DRUGS - ELECTRICAL EQUIPMENT
CHILDREN'S NEEDS - HOUSEFURNISHINGS }

McCall's **FICTION & NEWS** for

{ TRAVEL - CIGARETTES - CAMERAS
AUTOMOBILES - BOOKS - INSURANCE }

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BUT MADAM DOESN'T CARE to look at stockings. She has a meal on her hands, and if there is ever a wrong time to talk stockings, this is it.

Face to face with the prospect, house-to-house salesmen are quick to learn something that magazine advertisers find out slowly.

It is this: A sales talk to the *right person* at the *wrong time* gets one of two answers: "Not interested" or "Come back some other time."

To make the advertisements more effective by introducing them at the *right time*, McCall's has divided its contents into three sections.

Have you something for her wardrobe? Something to aid her personal charm? Display clothes and cosmetics in McCall's **STYLE & BEAUTY** while she is on the same subject you are.

Save your story on foods, household equipment, decoration, and child care for the section of McCall's that creates a sympathetic mood—McCall's **HOMEMAKING**.

And the place to show her how to spend leisure time—travel, automobiles, amusement, camera film, retirement plans—is in McCall's **FICTION & NEWS**.

You want more inquiries, more coupon returns, more sales from advertising.

You want a magazine where intense interest is focused on your product by what the magazine says in its editorial columns.

Thumb through McCall's for July. See how advertising is linked with editorial appeal. Note that McCall's does not sag in interest halfway through the book, leaving its advertisers quarantined in unexplored territory. Exciting things happen editorially from cover to cover.

Advertisers report lowered cost per inquiry under the new set-up, but McCall's rates are the same. You are invited to talk to 2,286,305 women in the New McCall's.

THREE McCALL SCOOPS IN 1934



McCALL'S LAUNDRY PROJECT. fourteen months' study by over five thousand workers, at last settles authoritatively what kind of soap, what equipment, and problems of shrinking, ironing, fading, wrinkling, bleaching and drying. No one housewife could gather this information in a lifetime of trial and error methods. McCall's is a *Homemaking Authority*.

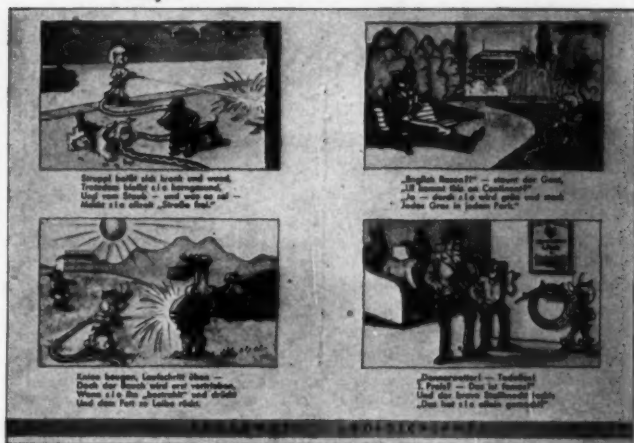


McCALL'S GUEST EDITORS. expert on their specific topics, are working with McCall's to completely explore food fields that to date have only been skimmed—the nutritional value of canned versus fresh vegetables, the buying and preparation of cheese, preparing the cheaper cuts of beef, the food value of citrus fruits and such subjects. McCall's is a *Food Authority*.



McCALL'S MOVIE—a 40-minute talkie, housed in a traveling theatre—dramatizes the contents of McCall's. Neyaa McMein paints a cover. A novel is dramatized. Scenes are shown with such authors as Alexander Woolcott, Sigmund Spaeth. A Paris Style Show tells the source of McCall fashions. Put on by leading department stores, this picture is a fresh, original approach to the selling of style and circulation, a better way to merchandise a great magazine to readers and retailers throughout the country. McCall's is a *Style Authority*.

Humor in German Campaign



COMES from Germany an outline of a rubber hose campaign, happy in design and in execution almost American. The hose is identified by a slinky yellow stripe from end to end, which makes it resemble a snake. It is called, in fact, "Goldschlange"—"Gold Snake"—and this is capitalized on in about all the advertising—in one cutout, in fact, the hose nozzle becomes a snake's head.

The initial piece in the campaign, as is proper, is the dealer folder, announcing what the 1934 advertising will consist of. There are enumerated and illustrated booklets, cutouts, window cards, postcards and handbills. The newspapers are listed that will carry the publication advertising and sample ads are reproduced.

United States Rubber Transfers Dill

A. K. Dill has been transferred from the New York offices of the United States Rubber Company to the Detroit plant where he will represent the general sales department in contacting and working with the development and manufacturing departments. This duty will be in addition to his previous work in charge of bicycle tires, accessories and repair material sales.

The idea of making the hose into a serpent must have put puckish ideas into the head of the artist, for much of the advertising is decidedly humorous in character. One booklet, in fact, is largely given over to a series of funny pictures and rhymes—all pointing to the fact that Goldschlange is good hose. A laughing gnome is a central figure of much of the advertising.

The hose, be it noted, carried a price about 25 per cent higher than the best competing hose. And according to M. Seng, who directed the advertising, it "was a great success which lasts now for four years."

Advertising procedure is becoming pretty well standardized the world over—and the standard is after the American pattern.

Will Direct Sales of All Barnsdall Units

Following consolidation of all Barnsdall units for operation as the Barnsdall Oil Company with executive offices at Tulsa, Okla., J. F. Adams becomes vice-president and general sales manager. J. C. Adams will be assistant manager of the sales department. The consolidation will be effective June 30. George D. Locke will be vice-president in charge of marketing.

Notes for a Future Fair

Principles of Successful Merchandise Exhibiting as Seen at
Chicago's Century of Progress Exposition

By P. H. Erbes, Jr.

THAT Chicago's Century of Progress Exposition was to be, unwittingly, a world's fair to end world's fairs was an opinion shared by many observers prior to the summer of 1933. Now this project has not only weathered its scheduled one-year showing but has had the audacity to open up for a second season—and is getting away with it. The unprecedented occurrence of the bondholders of an unsubsidized exposition getting every cent on the dollar is virtually assured of happening.

All of which, it may be safely assumed, is being regarded with a reflective eye by chambers of commerce in many of our large cities, with especial intentness upon the box office figures of Chicago hotels and department stores during both last year and this. The \$37,000,000 spent on the fair grounds and the estimated \$750,000,000 business brought to the city in 1933, plus the increased attendance figures to date for 1934, make very good chamber of commerce reading.

Hence a summary of the principles of exhibiting commercially to a world's fair audience may bear a reference usefulness somewhat less remote than the second century of progress exposition at Chicago in 2033. This statement bears two left-handed inferences. One is that there will be one or more world's fairs in other cities within the next ten or twenty years. That's a guess. The other is that many manufacturers have a great deal to learn in making visual presentations to the public. That's a fact.

Generally speaking, the commercial exhibits at the current version of the Chicago fair would tend to indicate that more progress has been made in the last year than in the preceding century. In other words, the displays of in-

dustry this year are better dressed and, what is more important, better pointed to the public interest.

Yet there is a surprising residue of exhibits which, so far as their audience appeal is concerned, might better have spared the trouble and the cost. Many of these are obviously expensive. In at least two cases they occupy an entire building constructed by their sponsors. Considered as decoration they are, nearly all of them, mighty pretty, as Will Rogers would say. And yet despite their elaborate trappings they are just dull, inert showings of merchandise that offer nothing—and get nothing.

Lessons from the Successful Exhibits

Here, then, is a set of basic elements which, individually or in combination, seem to be characteristic of those exhibits which are enjoying the favor of the exposition customers. These notations are based on observations at last year's show, 1933 attendance estimates for individual exhibits and several visits this year, with the element of personal preference eliminated insofar as possible.

1. *Show 'em the Machine.* The armistice of steam shovel operations during the last several years may have left some doubt as to the consuming desire of folks to watch a machine working, but the Century of Progress has re-affirmed that interest in emphatic fashion. For some reason or other, probably the imprint of our machine age, whizzing wheels and gears seem to have a tremendous fascination for almost every one.

The most impressive example of this attraction is, of course, the complete Chevrolet assembly line in the General Motors exhibit. The Firestone tire making display is another. But even on a far lesser

scale, this method is effective. Even so relatively simple and prosaic an affair as a screw-making machine draws a constant audience.

Perhaps the ultimate evidence of the appeal is the fact that the Haeger Pottery people actually charge money (10 cents) to see their pottery being made, and with plenty of takers. It is needless to point out that machines in operation are an excellent means of demonstrating product quality.

2. *Put on a Show.* That people respond to entertainment is a subject that requires no discussion, except insofar as it may be useful to cite several examples of how this method may best be utilized. In some cases pure entertainment is used, the only commercial factor being its indirect effect in bringing people into proximity of merchandise exhibits. Outstanding examples of this are the presentation of the Detroit Symphony Orchestra by the Ford Motor Company and the Chicago Symphony Orchestra concerts under the sponsorship of Swift & Company.

Other organizations have built up some very good species of diversion centering upon their own

products or services. Westinghouse, for example, stages an interesting little pantomime playlet involving the development of light and modern electrical conveniences. Demonstrations of various applications of liquid air find ready audiences for the Union Carbide and Carbon Company. It is a real problem to secure entrance to the General Electric "House of Magic," where a series of stunts with electricity is put on.

In addition to entertainment involving human talent, motion pictures have proved an excellent attraction and a number of manufacturers have little theaters in connection with their exhibits where films dramatizing their products are shown. Another technique that has found much favor this year, both among exhibitors and visitors, is the puppet show, of which there are at least a half dozen to be seen.

3. *Give 'em Something to Do.* Offer the exposition visitor a chance to take part in some interesting activity and he is yours. Libby-Owens-Ford and Pittsburgh Plate Glass have co-operated in maintaining a "target-range," where a per-



A section of the Ford exhibit, showing a part of the large collection of early vehicles and of the series of huge photo-murals which picture the making of a Ford

son can step up and heave baseballs at a pane of ordinary plate glass, then at a section of safety glass. This does not involve as heavy an expenditure for glass as one might think, as the average American pitching arm seems to be woefully, at times almost embarrassingly for the purposes of the demonstration, out of shape.

Chrysler and Ford have set up interesting courses whereon all comers may have a free spin in a late model. Westinghouse has a "Playground of Science," whereon the visitor may work such intriguing devices as the electric eye, fluoroscope and so on.

4. *Perform a Service.* The Brown Shoe Company exhibit, which incidentally seems to make a more thorough capitalization of its public contacts than any other at the exposition, is a good example of this.

Stationed in the booth are two fluoroscope machines, each attended by an expert in foot health. You get to look at your feet and the expert not only explains what, if anything, is wrong with your present fit but gives you a check slip on which are marked the difficulties and a recommended type of Brownbilt shoe and a piece of literature on foot troubles. Duplicates of each person's checking are kept by the company to be turned over to dealers for follow-up.

The service is in constant demand. An attractive young woman in attendance said that more than three thousand examinations were made over a recent Saturday and Sunday.

This service idea is an excellent one for an exhibit of moderate size. Boyer Laboratories is another user, offering a free skin analysis.

5. *Sell Something.* It must be, after all, that people do like to buy things. Sales managers whose charges are suffering from shell shock might achieve a salutary tonic by sending the boys around to some of the exhibits at the Fair where the offering of merchandise for sale is the chief attendance motivation.

Despite the innumerable restaurants on the grounds, the makers

of Aunt Jemima pancakes at the Quaker Oats exhibit, for example, are seldom at a loss for consumers. Kraft-Phenix, Libby, McNeill & Libby and Coca-Cola are others who find this an effective method of telling their respective stories.

In addition to food service bars, the method is also used in selling small packages of food specialties, cosmetic products and unusual novelties carrying an advertising message.

6. *Give Something Free.* There is surprisingly little giving away of free samples at this exposition, no doubt because of the potential high cost of taking care of all applicants, but where done it is obviously successful in attracting the crowds.

Of especial interest in this connection is the American Can Company exhibit. The main purpose of the company's presence at the Fair is to acquaint people with the wide variety of products that are available in cans.

Wisely it was reasoned that an array of cans alone would fail to halt every man passerby. So the company put in a can sealing machine which produces a little tin savings bank, the acquirement of which necessitates waiting alongside the display while the machine produces it. A glance at the waiting lines is sufficient to establish that the strategy was well planned.

7. *Show 'em Something New.* A product that is definitely new and interesting (but not just another brand) may be the means of attracting a high quota of eager eyes. Best results, however, involve more than setting it out on a rack. There should be some sort of demonstration that interprets it to the visitor's interest. Such as the Frigidaire air-conditioned home.

8. *Give 'em a Place to Sit Down.* The taking in of a large exposition is a grueling proposition and the manufacturer who offers a restful chair will gain at the very least a measure of gratitude, and probably an examination of what he has to show. This is the ideal furniture exhibit, as the McKay Company has realized in setting up its McKaycraft metal furniture lounge.

But even without so direct a tie-up it is a worth-while exhibit adjunct, as demonstrated at Standard Brands, Inc., and the Pure Oil Company booths.

9. *Sex.* While neither available nor advisable as a primary source of commercial exhibit attraction, the fair young maiden is a good auxiliary instrument of attention for almost any showing. For instance, in the Firestone exhibit, which includes a conducted tour past a series of several dramatized product showings, a troupe of tastefully dressed young women brighten up the scene without inordinately detracting from the fundamental purpose.

Wilson & Company feature a demonstration of how bacon is packed and the group of colorfully dressed and comely lasses who do the work are a definite part of the interest. The Armour & Company exhibit of the packing of chipped beef is in the hands of a troupe of decorative red-headed gals, a bit of showmanship which meets with ready and constant appreciation.

There is good reason to believe that the ultimate commercial exhibit is one which, through one or more of the above methods, dramatizes the basic theme of the company's regular advertising—providing the said theme is distinctive enough to permit of it. On that premise the outstanding exhibit in

the 1934 fair is that of the Standard Oil Company (Indiana).

The company's advertising this year has been featuring the "live power" of Red Crown Superfuel gasoline and using analogies from the animal world to get across the idea. Its exhibit consists of three free performances daily of a spectacular lion and tiger act, conducted by Allen King, noted wild animal trainer, plus a trick routine by a troupe of trained elephants.

The advertising message is conveyed in a humorous pantomime act which follows as a part of the show. Men dressed up to represent animals perform very languidly for their beauteous woman trainer, then demonstrating astounding feats of acrobatics after it has occurred to the young lady to administer to each a ration of Red Crown.

A similar citation of merit was given last year to another oil company exhibit—Sinclair's garden of dinosaurs, which is being used again at this year's exposition. Sinclair would have had a marvelous chance to repeat had it brought its show up to date with its current advertising. Possibly there wasn't the time. Or perhaps Al Smith objected. But, boy, what an exhibit it would have been, showing one gallon of Sinclair H-C gasoline lifting the Empire State Building 1 3/4 inches!

Kentucky Enacts Sales Tax

Kentucky now has a 3 per cent sales tax, or gross receipts tax, passed and signed June 15. The law becomes operative on July 1. A graduated gross sales tax, enacted in 1930, also continues in effect. The latter tax is the subject of a recent court decision which upholds its constitutionality. An appeal from this decision is planned.

With Doremus

Huntington R. Harwick, for a number of years with Hayden, Stone & Company, has joined the Boston office of Doremus & Company, advertising agency.

Stokes Joins Musser

James A. Stokes has joined Byron Musser, Inc., New York, advertising art, as a representative.

Appoint Weston-Barnett

Advertising of Bishop Cafeterias, located in Cedar Rapids, Davenport, Des Moines and Waterloo, Iowa, and Rockford and Peoria, Ill., has been placed with Weston-Barnett, Inc., Waterloo agency. This agency has also been appointed to direct the advertising of the Modern Maid Dishwasher Company, of Cedar Rapids.

Schautz Adds to Staff

The William A. Schautz Advertising Agency, Scranton, Pa., has added to its staff Thomas Bainbridge, executive assistant, and Howard Long, research director.

Pullman Elects

George A. Kelly has been elected vice-president in charge of public relations of the Pullman Company, Chicago, succeeding the late James Keeley.

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Questions for Advertisers

Hypothetical question: Supposing that advertising men were required to pass State examinations and be licensed to practice—what kind of questions would there be on such examinations?

Aesop Glim suggests some questions herewith. He also shows how he would answer these questions.

PRINTERS' INK readers are invited to send in contributions, criticisms and suggestions. They may include readers' own pet questions and answers—or simply questions—on any department of advertising practice which might logically be covered by the hypothesis above.

By Aesop Glim

V—QUESTIONS

21. Discuss: the layout determines the tone of voice in which your message will be delivered.

22. What is a dynamic layout?

23. What is a static layout?

24. In terms of layout—what do you understand by Eye Sequence?

25. When the copy does not fit the layout, should the copy or the layout be changed?

V—ANSWERS

21. Even the simplest advertisement has several elements in it; a complicated advertisement may have a dozen or more of the following:

Main illustration, secondary illustrations, possibly a product display separate from these.

Headline, sub-heads, main text, secondary captions.

Border, logotype or company signature, coupon, miscellaneous ornaments.

A Blue Eagle.

* * *

The layout should be thought of first, as a blueprint pre-determining the location and relative sizes of each of the elements that are to go into the advertisement.

But, beyond this important function, the layout man has a second function, no less important. By all the arts at his command, he determines the tone of voice in which your prospect will receive your message. Most obviously, it makes a difference whether the words in your headline are set in

a bold black type or a slender hand-lettering—to consider two possible extremes. However, it is well to remember that there are many other factors by which he can shade your meanings. Each type face has its own tenor. Each size of type changes the inflection. It makes a difference whether your layout is dynamic or static; how white space is used; how crowded or open the advertisement appears; whether you use a border or not; the relative size and blackness of the various elements; where color of any kind is placed—and which colors.

22. and 23. A dynamic layout has a sense of motion—like a dynamo. A static layout is "stationary."

A static layout is extremely orderly. Probably all elements from top to bottom are centered in perfect balance. Obviously, such a layout conveys a sense of formality, of orderliness, possibly even of coldness, depending on its type dress and the kind of illustration used.

A dynamic layout conveys a sense of action, or motion—or even emotion. It is not orderly in the sense that a static layout is.

A static layout may express extreme simplicity. A dynamic layout can look extremely "busy."

24. Every story ever told has its one best sequence. In some particular sequence, the "hearer" receives the impression in such a way as to build the maximum effect or surprise or conviction. This is equally

CIRCULATION FACTS . . . *We have given you*
 ADVERTISING RESULTS . . . *We have proved for you*

To appreciate the New you must read it



AMONG the NEW EDITORS of the NEW DIGEST

Arthur Stimson Draper, Editor Formerly Assistant Editor of the N. Y. Tribune, Writer on European subjects since 1913. Lecturer, reporter, executive, Mr. Draper has had wide experience in this country and abroad. Under his able leadership the *New LITERARY DIGEST* was born and has grown. In ten short months he has accomplished a remarkable job of reconstruction, losing nothing of value—adding much that is worth while.



EVEN among advertising men we find some who have not examined the *LITERARY DIGEST* during the last few months. Those who have are enthusiastic in their praise. They endorse its moderate and virile editorial appeal—accurate and up-to-the-minute

* * *

AROUND THE EDITORIAL TABLE

B. P. Adams, Whitney Bolton, H. K. Chambers, Arthur S. Draper, Richard D. French, John T. Hackett, W. Houghton, A. K. W. MacKreth, Rear McCrary, John Neff, Wayne Parrish, Robert Reinhart, Endicott G. Rich, W. C. Robert Morton Savell.



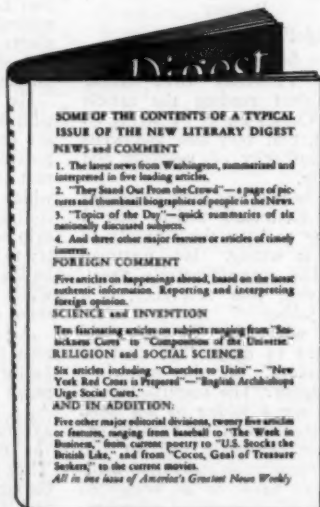
A LITTLE ADVERTISING MONEY GOES A LONG WAY

the New Digest adit yourself . . .

Interpretation of national and some international affairs—its concise summary of the condition of business—its complete and interesting review of opinion and events in the varied fields of Literature and Letters, Science and Invention, Religion and Social Science, and many others.

That is why all who examine the *NEW LITERARY DIGEST* are so delighted. It will become your favorite magazine. It is designed for the man—like yourself—who has but little time for general reading, yet must always be well informed on the newest happenings in the world-at-large.

Read the new *DIGEST*'s interpretation of the news—then you will understand the amazing results it is producing for advertisers.



WHAT \$1 BUYS

Number of page advertisements delivered for every dollar spent

in *The Literary Digest* 420 pages in *The Saturday Evening Post** 380 pages
in *Comopolitan*** 370 pages in *Time*** 290 pages

*Larger page size than the *Digest*'s

**Smaller page size than the *Digest*'s



A LONG WAY IN THE LITERARY DIGEST

true—and perhaps doubly important—in the case of printed advertising.

Each of the elements you put into your advertisement has its importance, great or small. Your layout should be so constructed that your prospect's eye will take in these elements in their logical sequence—catching the first element first, the second second, etc.

25. Your advertisement's first job is to get itself seen. The layout (in collaboration with the headline and main illustration) determines

the advertisement's arresting power.

In a conflict between the layout man and the copy writer, it is perhaps useful to use the simile of a picture and its frame. The copy is the picture; the layout is the frame.

A good picture badly framed has already lost half its potential audience. But in general, you don't cut a picture to fit a frame. If the picture is right—and doesn't fit its frame—the logical thing is to modify the frame; or even to get a totally different frame.

How About It, Mr. Eastman?

THE FEDERATED SALES SERVICE
BOSTON

Editor of PRINTERS' INK:

I have before me the June 14 issue of PRINTERS' INK, having just finished reading the article "Jobber Comes Back" by Mr. R. O. Eastman, that very able and well-known authority on research and marketing.

There is just one little statement in Mr. Eastman's article that I am going to have the temerity to suggest is wrong. Mr. Eastman says—"The manufacturer's agent, who, saying your reverence, is a sort of jobber—"

Why will Mr. Eastman and others try to drape "the coat of many colors" on the manufacturer's agent? The manufacturer's agent is not a jobber of any sort. He is a salesman or a sales organization depending whether you are referring to an individual manufacturer's agent or an organized company of a group of manufacturers' agents.

There is nothing strange or mythical about a manufacturer's agent. He is a salesman who sells the product of a manufacturer to that manufacturer's customers, be

they jobber or retailer. The fact that he is paid for what he does instead of what he hopes to do places him (on the average) head and shoulders above the salaried salesman.

He starts out in the morning with his back to the wall. He must get orders or else he doesn't eat, provide for his family or build a nest egg for the retirement age, of which insurance companies are so constantly reminding us. He doesn't skip any prospects and he doesn't try to high-pressure the buyers. He builds friendship and confidence while he sells the products of his three or four factories.

As in the case of salaried salesmen, the percentage of good manufacturers' agents (*salesmen*) is much less than the mediocre kind. As a rule, we find manufacturers' agents are better salesmen, man for man, than salaried salesmen. They are a very definite factor in the economical distribution of goods and the sooner the misconception regarding them and their activities is cleared away, that much sooner more manufacturers will be enjoying the fruits of their type of labor.

W. A. ALLEN.

J. H. Winters Transferred by Erwin, Wasey

John H. Winters, of the New York staff of Erwin, Wasey & Company, is now a member of the London copy staff. He has been with the agency for six years.

Seattle Office for Reynolds-Fitzgerald

Reynolds-Fitzgerald, Inc., publishers' representative, has opened an office in Seattle in the Lloyd Building. Henry R. Ferris is manager of the newly opened office.

Business, British Style

Conditions and Affairs in England—Including, of Course,
Advertising—as Seen by P. I. Traveler

By C. B. Larrabee

BUSINESS sentiment in Great Britain is excellent. That is the first and chief impression that the casual American observer gets in England this summer.

"If it weren't for the international situation," a prominent publisher told me in London, "we should be most cheerful about general conditions. As it is, internal business is far better than we had hoped for with no indications of a retrograde movement."

Derby Week in London found the shops crowded with people who were spending money. Furthermore, they were spending money for the better class of merchandise and it was this merchandise that was receiving a lion's share of the window space.

England is experiencing a home-building boom of tremendous proportions. On all sides of nearly every city real estate developments are being built over with new houses as fast as they can be put up.

To the average American this is a disquieting sign, remembering as he does the late lamented building boom in the United States. The English, however, are not worried.

"England has always been behind in its housing requirements," they tell you. "We could put up many thousand more houses and still be behind what we require." The skeptical American will find in this statement a grim echo of some of the optimism that was expressed in the United States in 1928 and '29.

Many of the houses are jerry-built. The candid Englishman is quick to admit that and is not pleased. Perhaps that may turn out to be one of the things that will save the boom. If the new houses being put up will undergo the much touted process of obsolescence rap-

idly enough, there may be an opportunity for another boom a few years hence.

* * *

The very large fly in the rose-colored British ointment is the fact that British ships are not carrying comfortably large cargoes. Nor is tourist trade to the Continent and England going to be anywhere near what it was in boom days. No matter how much the British like to minimize the value of this tourist traffic, the fact remains that the light-hearted voyagers of a few years ago came, stayed, and spent money.

The results of this falling off in tourist traffic and international trade are felt at such a port as Southampton where most of the express liners now discharge passengers for England.

Canceled sailings of express liners mean men temporarily out of work. For instance, just recently owing to the cancellation of a sailing the crew on one of the larger ships was given a nine-week lay-off instead of five weeks.

* * *

I found almost immediately that the average English business man is far more interested in what is going on in America than is the average American business man in what is going on in England. Long experience has taught the British to be international-minded and they are firmly convinced that there can be no lasting prosperity until the United States has worked its way well out of the depression. Talk of Empire trade may be very heartening if you are a citizen of one of the Dominions; but Englishmen are canny enough to know that their country must have American trade in order to be really prosperous.

Unfortunately for international sentiment, the reports received in

England of what is going on in the United States, are quite one-sided. During the latter part of May and the early part of June the chief items of news interest sent from America were drought, strikes and Dillinger. The Darrow report was discussed but, almost without exception, the newspapers misinterpreted its meaning.

* * *

The effects of the Buy British campaign are still to be seen in many different guises. The majority of advertisers take great pains to point out that they sell British-made merchandise. On the walls of a large apartment house being built in Oxford Street, London, is a sign pointing out that the building contains only British-made steel. Even on the menus of the small provincial hotels the campaign finds its reflection in the note that only British beef is served.

One waggish manufacturer of fly-paper carries the idea to somewhat delirious limits when, on a window card, he pleads with true born Englishmen not to insult British flies by catching them on anything but British fly-paper.

* * *

The results of the Empire Marketing Board campaign, which closed several years ago, are found in the wide advertising of Empire products. South Africa, New Zealand and Australia, particularly, asked the British public to buy their wares by name.

* * *

There should be a great opportunity for American exporters in the home-building campaign once international monetary conditions and the tariff situation get to a point where exporting will be profitable.

The average English home is greatly under-mechanized according to American standards. Electric power is cheap when compared to the cost in large sections of the United States and yet the sales of electric equipment to homes are comparatively small.

Electric appliance shops in London and other large cities, are doing a good job but the field will be

open for large sales for a number of years.

Of course the British manufacturers of electrical appliances would like to have this market to themselves but the fact remains that the American tourist, gazing in shop windows, will find plenty of familiar names. He will also find a wholesome respect for the better class American products.

* * *

Advertising in England is in excellent condition. Most of the publications are showing nice lineage gains with more gains on the horizon.

I was particularly interested in talking with a number of agency men to find a resentment against certain copy ideas that some manufacturers have been importing from the United States. These agency men, with a native willingness to overlook native faults, quite overlook a good volume of cheap and misleading advertising from certain English firms and, at the same time, object to some cheap ideas that are coming to them from overseas.

* * *

British advertisers at last seem to have convinced themselves that America has not much more to teach them. The head of one of the largest London agencies told me that he had tried out three American advertising men and had found that they were totally unable to meet English conditions. When he told me the names of the men I recognized that they were far from representative, but the impression remains among a large number of English advertisers that perhaps they have over-rated what America can teach.

This, in many ways, is unfortunate. There are plenty of things that America can teach British advertisers just as there are plenty of things that we can learn from them.

* * *

Several agency men laughed at American market research methods. They seemed to think that 99.99 per cent of our market research is wasteful and useless.

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titude they are depriving themselves of the benefits of much of the scientific study that has been made in this country. No American will maintain that our market research is 100 per cent good. Far more of it is good, however, than the British seem to admit.

* * *

The casual observer of British advertising as it is published will at once note the large number of really excellent newspaper advertisements when they are studied from the point of view of art and layout. He will note, however, that some of this beauty is gained at the expense of reason-why copy.

I brought this matter up with one English advertiser who assured me that the British consumer shuns high-pressure selling. It was difficult for him to understand that what I meant was not high-pressure selling but sound, factual sales arguments.

* * *

The American immediately feels that too many British advertisers are fond of the cleverness of a well-turned jest. There is much more humor in British advertising than in American but it is frequently difficult to see just what value some of this humor has. It is pleasant and good-natured to be sure, but, as one publisher pointed out, frequently the public remem-

bers the phrase and forgets the advertiser.

England still keeps its place among the leaders of good poster art. The Underground posters which were so outstanding for so long seem for the present, at least, to be slipping a bit. The railways, as always, are pre-eminent in their use of fine art for posters and many a dingy railway station is saved from utter hideousness by the beauty of the pictures carried on its walls.

* * *

A returning visitor from England cannot help but be impressed by the fact that American exporters should be making extensive plans for future business in Great Britain. The British no longer offer quite so easily captured a market as they did some years ago. They are more intensely patriotic and have developed the psychology of a free trade nation which has suddenly tasted the sweets which apparently are found behind tariff walls.

I was told that several important American companies whose exports to Great Britain have fallen off lamentably during the last few years, have been making a close study of British markets recently with the idea that as soon as conditions are right they will jump in aggressively.

+ + +

Stern Opens New Offices

Edward Stern & Company, Inc., Philadelphia, Letterpress and Aquatone process printer, has opened an office at 194 Boylston Street, Boston. Arthur M. Menadier, formerly with Louis Glaser and Dowd & Ostreicher, advertising agencies, will be resident representative. A Pittsburgh office has been opened at 604 Chamber of Commerce Building with W. J. Grose as resident representative.

* * *

Has Hotel Account

The Hotel Lafayette, Long Beach, Calif., has appointed the John W. Hunt Company, Los Angeles, to handle its advertising. Pacific Coast newspapers will be used.

* * *

Jordan Resumes Service

Alfred J. Jordan has resumed his typography service under his own name at 1220 Sansom Street, Philadelphia.

A. W. Altorfer Elected

A. W. Altorfer has been elected president of the Altorfer Bros. Company, Peoria, Ill., ABC household washers and ironers, to succeed his brother, the late Silas H. Altorfer. They founded the business in 1909. Henry W. Altorfer, another brother, who is secretary and general manager has, in addition, been elected vice-president.

* * *

Death of D. R. Williams

David R. Williams, sixty-four, from 1919 to 1933 manager of the St. Louis *Globe-Democrat* service and promotion department, died recently at Cuba, Mo. He was at one time with the Chappelow Advertising Agency.

* * *

Appointed by Marvelette

Chester F. Edwards has been appointed advertising manager of Marvelette, Inc., Worcester, Mass., foundation garments.

Once Bricks, Now Orchids

A. J. KRANK, INC.
Toiletries
ST. PAUL, MINN.

Editor of PRINTERS' INK:

In view of previous gripings on my part about real or fancied wrongs done to Consumers' Research, I feel that it is no more than just for me to tell you that in my opinion PRINTERS' INK is the most improved publication, editorially, in the country today.

I have been a more or less "constant reader" since 1906 or 1907 and had become accustomed to expect "P. I." to be stuffy, prosy and severely conservative. What a change! All is not holy any more that wears the advertising tinselt. Rorty's book gets a decent and adequate review and in ways too

numerous to mention good old "P. I." shows that in one leap it has more than caught up with the times.

I think the "Mud on His Boots" editorial in your June 14 issue is one of the finest and most sensible comments on this valuable public man and his baiters that has been put into print by anybody.

Once more, I am a "reader" of PRINTERS' INK, as distinguished from merely a casual headline scanner.

Maybe all of this doesn't mean a damn thing to you—and you don't care two hoots what a hick from the cow country thinks. Nevertheless, as I was quick to fling the half brick, I don't want to be too slow with the orchids.

E. P. BROWN.

Large Campaign for M-G-M

AUGUST will see the start of a magazine campaign by Metro-Goldwyn-Mayer which calls for an annual expenditure of more than \$1,000,000. In addition to full-page space monthly in general magazines, Metro will continue its regular schedule running in fan magazines.

A break-down of circulation in towns of over 12,000 population has been made for each publication. Each branch office and exhibitor will receive a list of cities in their territory, together with sample copies of the publications,

reprints of advertising and enlargements for lobby display so that all theaters will be in a position to tie in with the advertising.

Further, releases of the pictures to be advertised will be timed to fit in with the release dates of most of the publications being used. The schedule for "Treasure Island," the first Metro production to be featured, also includes a special campaign in magazines reaching parents and juveniles.

Donahue & Coe, Inc., New York, handles the Metro advertising account.

San Francisco Agency Opens New York Office

Bowman, Deute, Cummings, Inc., San Francisco agency, has opened a New York office at 522 Fifth Avenue. Gifford R. Hart, recently with the Columbia Broadcasting System, is manager.

New Account with Cole's

Tone Brothers, Des Moines, Iowa, manufacturers of Tone's coffee and spices, have appointed Cole's, Inc., of that city, as advertising counsel. Farm papers, newspapers and radio will be used.

Carter Joins Anfenger

Bolen J. Carter, formerly copywriter with the Nelson-Chesman Advertising Agency, St. Louis, recently joined the Anfenger Advertising Agency, Inc., of that city, as a member of the creative department. He was also at one time, assistant manager of the St. Louis branch of the Hilmer V. Swenson Advertising Company.

Has Dawn Cruisers

Dawn Cruisers, Inc., New York, has placed its advertising account with Thomas H. Reese & Company, Inc., agency of that city.

Doubled and Vulnerable

Less Than One Out of 10,000 Ask for Double Their Money
Back for Hormel Soups

By Don Masson

JOHN WANAMAKER, Montgomery Ward, John E. Powers *et al.*, who some decades ago made the money-back guarantee so famous, would get a kick out of Geo. A. Hormel & Company's guarantee exploits.

Hormel vegetable soup was introduced in the fall of 1932 with an advertised guarantee "Double Your Money Back If You Don't Say This Is the Best Vegetable Soup You Ever Bought." Because the company was still in business several months after its first announcement to this effect, it put Hormel's onion soup on the market under the same full-pedigreed guarantee.

It would appear, on first thought, that the company might find itself in an embarrassing position from consumer requests to live up to its advertised pledge—both from curiosity seekers bent in determining the company's honesty, and from shrewd consumers looking for easy dividends.

Yet according to H. B. Groseth, advertising manager, "the number of requests for 'Double Your Money Back' have been infinitesimal." Such is the veracity of the American people that a concern may put its faith not only in its product, but in the people as well.

The editor of one foreign advertising journal expressed much surprise that a company should possibly make such a guarantee. He mentioned the fact that a very small minority of companies in the food business in Europe will even go so far as to offer money back if not satisfied.

As a matter of fact, Hormel's decision to feature the guarantee on a national scale was made after conducting rather careful local tests to see what the possible reaction would be. "The only conclusion we could come to," says Mr.

Groseth, "outside of the fact that we really believe we have an excellent soup, is that the American public is essentially honest, and that even if a person had an initial urge to ask for 'double his money back,' somewhere along the line of buying a can of soup, taking off the label, writing on it a reason for not liking the soup, getting the envelope and stamps necessary and mailing the label back to us—the initial urge does not translate itself into an actual request. Inertia gets the best of ambition.

Ratio of Complaints
Has Decreased

"Shortly after our introductory campaign on this theme, we ran some advertising on the basis of 'Only One Out of 10,000 Initial Tasters Asked for Double Money Back.' This ratio over a period of a year or so is much smaller than this."

Those few who did write in have, in their opinion, plenty to talk about. One says, "Your soup lacked flavor and body"; another remarks, "My luncheon guest said your soup was like watered gravy and so greasy"; still another asks, "I note you claim 1 lb. 4 oz. for vegetable soup. Of what?"

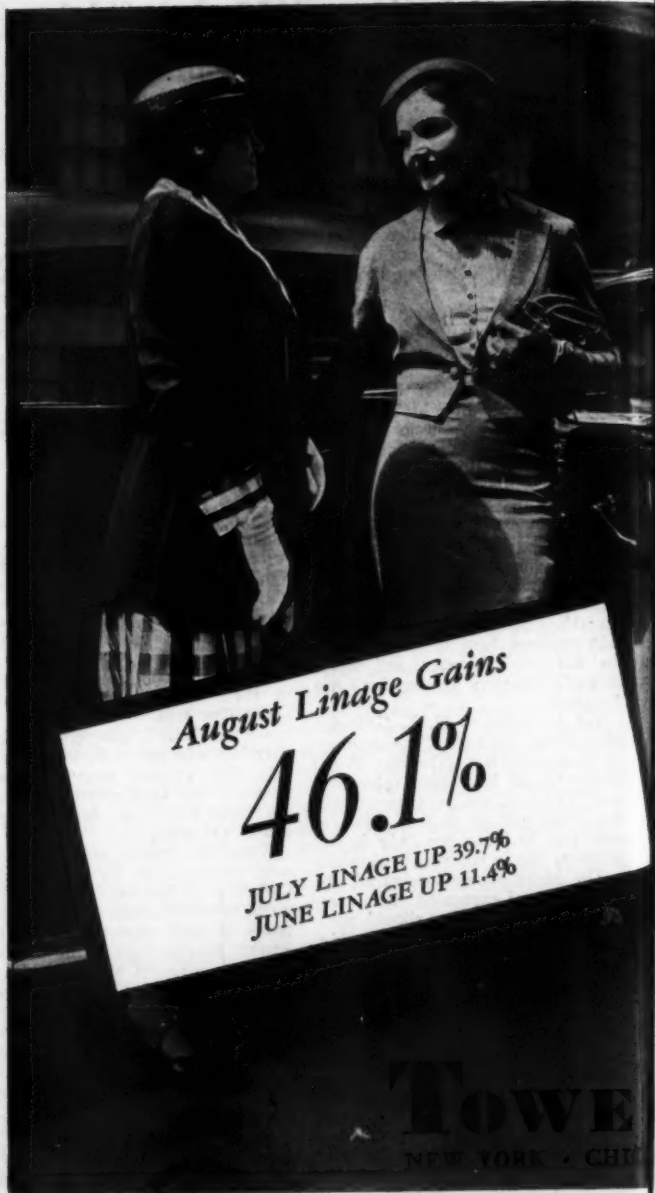
Some are cranks, some bent on easy money, some have an honest difference of opinion. To those who write in the company takes special pains to send personally dictated letters. Stamps equaling double the purchase price of a can of either vegetable or onion soup are sent immediately with each letter.

For example, here is a letter received from one whose travels and Epicurean desires have brought him to many places where onion soup is surely a chef's specialty:

PHOENIX, ARIZONA

Gentlemen:

From reading your advertisement



August Linage Gains

46.1%

JULY LINAGE UP 39.7%

JUNE LINAGE UP 11.4%

TOWNE
NEW YORK • CHICAGO

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But Mother-

... Of course we can afford this car!

On one side of the sales picture the older housewife, conservative, slower in expenditures, buying habits settled. On the other side, the *younger* housewife, eager, adventurous, buying habits forming . . . and most important of all . . . well able to buy. She is Tower's *younger* housewife with a comfortable average family income of \$2519. Neither upper middle-income reached by certain women's magazines nor lower incomes saturated by others. But squarely in the strategic middle-distance between. The middle-masses. Volume objective of manufacturers of automobiles and foods, cosmetics and home equipment.

WHAT ADVERTISERS ARE BUYING:

Exclusive editorial projection

100% unforced circulation

1,300,000 average monthly

In 1269 key markets only

74% housewife readership

Average age 25

\$2.00 per page per thousand

E MAGAZINES, INC.

SAN FRANCISCO

HOLLYWOOD

about your onion soup my appetite caused me to purchase a can and I must say your advertising writer is a lot better salesman than your chef is a cook. For one thing, your soup stock should be boiled down to where it will jell itself at a temperature of fifty-eight degrees Fahrenheit. For another, your onions should be browned in butter instead of whatever preparation you are using.

You ask in your advertising to tell of places where better onion soup (better than Hormel's) may be purchased. In answer to this question I may say that old Delmonico's and Sherry's and Keen's Chop House in New York made onion soup in comparison to which your onion soup would be entitled to the name only because it has onion in it. To bring it down to present days Caesar's in Tia Juana, Hughes Cafe in Nogales and our own Grand Cafe and Adams Hotel make onion soup that is worthy of the name.

I expect double the purchase price of this soup for this weak solution you call Hormel's Onion Soup.

And here's the company's reply:

Dear Sir:

You certainly know your onion soup! And we are immediately attaching 40 cents in stamps representing double the purchase price of a can of Hormel Onion Soup which you bought and with which you were dissatisfied.

There are, our chef tells us, as many ideas on how to make onion soup as there are stars in the heaven. Connoisseurs are particularly fond of their own varieties.

We have made an onion soup, which, after careful investigation, we believed would please the largest number of people. Many people who have eaten our product claim it is equal to the best they have ever had in Paris. Hugo Adelaïs of Los Angeles' famous Victor Hugo Cafe, says it is the best he ever ate (outside of his own of course!).

I am taking the liberty of sending you another can under separate cover, so that you may try it again.

Would greatly appreciate your reaction to this last sample.

Another letter comes from a Florida housewife who says:

Gentlemen:

I read your advertisement and purchased a can of your vegetable soup.

I would class it as a good soup but it is, I am sorry to say, certainly not the best vegetable soup I ever bought. Frankly, after reading your advertisement I was disappointed. It seems half way between weak soup and bouillon—not enough vegetables. Perhaps I got a weak can.

I have used your most delicious ham which is the best canned ham I ever bought.

And the reply:

Dear Madam:

We are sorry to learn from your recent note that you did not altogether approve of our Vegetable Soup, because it does not contain enough vegetables. We are heartened, on the other hand, by your enthusiastic comment on our canned ham.

It is true that our ratio of beef broth in our vegetable soup is about four to one. We arrived at this particular ratio after a careful study of consumer preferences for vegetable soup. It is likewise true, of course, that this particular recipe would not appeal to all people, and we are accordingly attaching 30 cents in stamps representing double the purchase price of a single can as per our published guarantee of "Double Your Money Back if you don't say this is the best vegetable soup you ever bought."

We will appreciate it if, when you have occasion to try this vegetable soup again, you will note the particularly rich beef stock of which our soup is made, and you will understand, we are sure, why the recipe we use is equally nourishing and appetizing as though we had a bulkier quantity of vegetables.

To live up to a guarantee is hardly enough. It is the manner in which it is done, that will have more effect in holding a customer.

Good-will filling a great effort to make it has do- stances as following "If you w (or your p done so. R

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A MONO the U on trade-r two of int Cancell of the tra in 1924 to pany, Ltd inhalant f the lead, standing t use of th and "Vapo ical Comp

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Eighteenth

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Brick Acco

The An Inc., St. L the A. P. Mexico, Mo liminary to mendations.

Good-will can be preserved by fulfilling a guarantee with a smile. In all its letters, Hormel makes every effort to regain the customer. This it has done in a number of instances as may be witnessed by the following remark from a letter: "If you wanted to redeem yourself (or your product, rather) you have done so. Friday week the two cans

were received, and we opened one that day—it was indeed good—as good as your soup has been represented when we were first told about it.

"Thank you very much for your courtesy and attention—we will gladly buy and recommend your soup again, and I must admit we had decided not to do so."

"Cresco" and "Vapex" Stand

AMONG the recent decisions of the United States Patent Office on trade-marks are the following two of interest:

Cancellation of the registration of the trade-mark "Vapex," issued in 1924 to Thomas Kerfoot & Company, Ltd., of England, for an inhalant for the relief of cold in the head, was refused notwithstanding the previous adoption and use of the trade-marks "Vicks" and "Vaporub" by the Vick Chemical Company on similar goods.

Part of the decision reads as follows: "Both 'Vaporub' and 'Vapex' are derived from the word 'vapor' and it is evident that the syllable 'Vap' for preparations of this kind is common property. Long prior to the time that the opposer (Vick Chemical Company) adopted the word 'Vaporub' others had

used the syllable 'Vap' in numerous marks, so that the opposer is not entitled to such a broad interpretation of its rights as will preclude the applicant from the use of the same syllable, provided the termination of its word is different."

In another decision it was held that The Crescent Supply Company, of Marietta, Ohio, is entitled to register the word "Cresco" for petroleum lubricating oils and greases, notwithstanding the prior adoption of the word "Crisco" by The Procter & Gamble Company, of Cincinnati, to designate a cooking fat derived from vegetable oil.

The ground of the decision is that the goods of the respective parties are not of the same descriptive properties and that there is no likelihood of confusion.

Eighteenth Walnut Campaign

The eighteenth consecutive advertising campaign of the California Walnut Growers Association will start this year in the November issues of national food and women's magazines. In addition to magazine space, which will be mostly in color, car cards in a selected list of cities and outdoor posters in practically every key city in North America will be used. In addition special supplementary newspaper campaigns will be released in cities where marketing problems demand. The campaign is being handled by McCann-Erickson, Inc., San Francisco.

• • •

Brick Account to Anfenger

The Anfenger Advertising Agency, Inc., St. Louis, has been engaged by the A. P. Green Fire Brick Company, Mexico, Mo., to study the business preliminary to making advertising recommendations.

Heads Milline Club

At its semi-annual election, the San Francisco Milline Club, organization of young advertising men, elected the following officers: President, John R. Kimball, Williams, Lawrence & Cresmer; secretary, D. Harold Hughes, San Francisco Chronicle, and treasurer, Charles H. Gabriel, Emil Brisacher and Staff. New committee chairmen are: J. Rufus Doig, O'Mara & Ormsbee, membership; A. S. Babcock, Noe, Rothenburg and Jann, program; and Walton Purdom, Emil Brisacher and Staff, publicity.

• • •

New York Office for WLS

Graham A. Robertson, recently Eastern representative of *Prairie Farmer*, which operates Station WLS, Chicago, has been appointed manager of a New York office which has been opened by that station. The new office is located at 250 Park Avenue.

4 Economists in 3 Acts

(Lugubrious incidental music for oboe, bull fiddle and tambourine, and a group of hired keeners)

Cast { St. Consumer
 { St. Brain Trust

St. Plan
St. Special Adviser

Act. 1. Grade A.

Pigeons on the grass alas. If they were not pigeons what were they? Grade A, USA. But a Grade A egg—is it a good sweet boiling egg, or alas who cares if it is Grade A USA, Little Orphan Annie. St. Consumer sound your A USA. Call the doctor they might eat too well Grade A USA. It seems to nourish but does it make glad the taste? St. Consumer wants Grade A A A alas not simple A USA.

Act 2. Prepare advertising men to be Saints.

One two three four five six seven will all advertisers get to heaven. If it were possible to kill 540,000 advertising men with one book would St. Brain Trust do it? Let them eat cake. Let them eat their own words. It might have been Tuesday day of wrath oh day of mourning too many saints spoil the day Grade A USA that's all there is there isn't any better. 540,000 advertising men can't be saints.

Act. 3. April Fool's Day a pleasure.

X has a factory where he makes
gadgets very nice gadgets to sell
excellent gadgets who'll buy my

With apologies to Gertrude Stein and her "Four Saints in Three Acts."

gadgets he says. He says it in the public prints he says it in the mails and all his earnest selling men say it too with all their might and main. He they want to eat and aren't we all? St. Brain Trust bids him shush. St. Special Adviser oh St. Special Adviser why must I shush but it seems St. Plan ain't able to tell the difference between X gadgets and Z gadgets. The keys are next to one another, and many an intended X becomes a typed Z. Pity poor St. Consumer on a night like this better not advertise for it's wasting my time is your time and where do we go from here but down and down and out and please don't make me cry. You can't fool St. Plan and X will go to economic limbo for he's so jolly unsocial. St. Consumer has too many gadgets there are too many too many too easy to get so hey for a simpler purer life with a hey nonny nonny. Ninny St. Brain Trust to you.

Act. 4. Could 4 acts be 3 to be 3 or 4 or nevermore.

Who killed St. Consumer who
planned his awful end so dead for-
ever so dead dead dead davy jones
and the bottom of the sea. Four
angels round my head and so not
very drunk to bed.

CURTAIN

Plan Outdoor Conference

Outdoor advertising plant operators of New York, New Jersey, Delaware, Maryland, Ohio and West Virginia have been invited to meet with the Outdoor Advertising Association of Pennsylvania for a regional conference at the Pennsylvania association's mid-year convention at Galen Hall Hotel, Wernersville, Pa., on July 16 and 17.

Novy Made Cleveland Manager

Frank Novy, formerly special representative of the American Type Founders Sales Corporation of Chicago, has become Cleveland manager of that company.

Augments New York Staff

Floyd Brink, who has been an illustrator in the Detroit studios of Fawn Art Studios, Inc., is now with that organization's New York staff. Ralph Harrison, formerly with LaDriere, Inc., and the Sherb Brown Studios, both of Detroit, has also joined Fawn Art's New York staff in a creative capacity. Robert E. Wettje has been added to the sales staff of that office.

Has Washer Account

The Conlon Corporation, Chicago, Conlon washers and ironers, has appointed the Stevens-Davis Company, of that city as advertising counsel.

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The *sun* earlier said Don Bragg, *Times*, in two columns to study of practice play copy standards advertising

"Is there a difference between paid and unpaid cities not advertising? I am looking for an answer to a question I asked in a previous issue. I am a subscriber, ex- R. H. M."

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Copy Censorship

Although Fearful and Wonderful Sometimes, It Is Often Necessary, Newspaper Executives Decide

SPEECHES over, the convention of the Newspaper Advertising Executives Association, held at New York last week, tackled the task of discussing questions submitted by members. Greatest interest centered around inquiries that had to do with copy censorship, when and how it should be exercised.

The subject had come up at an earlier session when on motion of Don Bridge, of the New York Times, it was recommended that two committees be appointed; one to study development of standards of practice for censorship of display copy, and the other to study standards for censorship of general advertising.

"Is there any understanding between papers in their respective cities not to accept objectionable advertising from stores?" brought an answer which referred to a previous address by Paul E. Hollister, executive vice-president of R. H. Macy & Company.

Whereas other speakers had dwelt on the responsibility of newspapers to clean up objectionable advertising by continued and more aggressive censorship, Mr. Hollister said censorship belongs to the public. He cited examples of what he described to be Gilbert & Sullivan absurdities to which "gratuitous and expedient" censorship subjects the local advertiser.

Typical of these were "the most astonishing-values in history," changed to "most astonishing values in our history"; "the freshest skins in America," changed to "absolutely the freshest skins," and "reduces weight and size of abdomen from 5 to 6 inches," changed to "reduces weight and size of abdomen several inches."

These were not unique, he said, but were representative of the ridiculous lengths to which censorship is exercised.

Another question had to do with

the handling of copy that is only half-truth, such as, for instance, a copy theme which might proclaim a certain cigarette to be in the nature of a tonic. This brought the frank reply that censorship for the most part is directed at retail advertising because it is here that specific claims are made which can be checked.

In the field of national advertising, it was said to be difficult to decide the relative value of claims. The job here, it was thought, is one for the advertising agencies to handle.

One newspaper executive explained that when copy with questionable claims is received, the procedure of his paper is to submit the copy to the local Better Business Bureau. If the copy concerns a national advertiser, the local Bureau can, in its discretion, take the matter up with the National Better Business Bureau. Several instances of advertising that had caused comment were discussed and it developed that newspapers throughout the country, acting on their individual judgments, had treated them in almost the same manner.

Morning and Evening Combinations

Another topic raised the point as to how publishers of both morning and evening papers, sold in combination, are meeting the criticism of advertisers who object to having to buy both. The solution of one publisher was described. Circulation of one of the papers was concentrated in town, circulation of the other was built up out of town and advertisers were given the choice of which paper they wished to use. The result has been that the troublesome issue of forced combination has been practically eliminated and advertisers now feel that it is to their advantage to be in both papers.

Fred G. Pearce, of the Altoona

Mirror, pinch-hitting for Harvey R. Young, *Columbus Dispatch*, presented the report of the nominating committee which was favorably acted upon. George J. Auer, advertising manager of the *New York Herald Tribune*, was elected president, and Irwin Maier, advertising manager of the *Milwaukee Journal*, vice-president.

Elected directors were William E. Donahue, *Chicago Tribune*; A. L. Poorman, *Providence Journal*; L. A. Gaines, Jr., *Richmond News-Leader*, and Frank S. Hoy, *Lewiston, Me., Sun*.

Hoyt Boylan, *Richmond, Ind., Times-Palladium*, was appointed secretary-treasurer.

Mr. Maier recommended that at the next meeting members be invited to send in topics for discussion and that these topics be made known in advance, so that a full interchange of experience on problems of current interest would result. General comment brought out the fact that members were in favor of such inter-discussion in preference to long programs of set speeches which often carry criticism by people who tell newspapers how to do business when, some-

times they don't know how to run their own.

Mr. Donahue referred to the convention held in Columbus in 1924 when all but two speakers were from within the membership. This meeting stood out for its general contributions of value to those in attendance.

"The more experience that members can pass on to each other," he said, "the greater help will be extended to each member and to the advantage of newspaper advertising."

President Auer expressed appreciation to Alvin R. Magee, of the *Louisville Courier-Journal* and *Times*, for his long services to the association and for his administration during the year. As a tribute to him, Mr. Magee was recalled to the president's chair and tendered a rising vote of thanks.

It was recommended that the association continue to have a committee of its members meet with a committee of the American Association of Advertising Agencies. These meetings have been productive of real advantage to both agents and publishers, and the suggestion was accepted.



To Open Toronto Office

Fletcher & Ellis, Inc., New York, will open an office in Toronto, on July 1. This office will handle the following accounts in Canada: Gooderham & Worts, Ltd.; Hiram Walker & Sons, Ltd.; T. G. Bright & Company; Bulloch Lade & Co., Ltd.; John Collins & Company (for London); Harvey MacNair & Company, Ltd. (Glasgow); W. A. Rose & Bro. Ltd. (Liverpool); and Lanson Pere et Fils.

. . .

Name Duncan A. Scott

Duncan A. Scott & Company, San Francisco and Los Angeles, publishers' representatives, have been appointed Pacific Coast representatives for *Nature Magazine*, *Radio Guide*, *National Mortician* and *Gasoline Retailer*.

. . .

Made Western Electric Director

Frederic H. Leggett has been elected a director of the Western Electric Company. He has been with the organization since 1898 and has been its treasurer since 1933.

Conlon Appointments

S. J. Marsh, for six years with Landers, Frary & Clark, New Britain, Conn., the last two years as sales manager of the washing machine division, has been appointed general sales manager of the Conlon Corporation, Chicago, washers and ironers. D. A. Colman, formerly vice-president and sales manager of Charles Dawes & Company, has been made sales promotion manager of the Conlon organization.

. . .

Campaign for New Hair Pin

Magazine and farm-paper space will be used by the Sta-Rite Hair Pin Company, Shelbyville, Ill., in a sales drive to launch its new Blend-Rite Coiffure Pins. Copy will emphasize the advantages of the new product's "texture finish."

. . .

Gets Brewery Account

The Philadelphia office of Carroll Dean Murphy, Inc., has been appointed to handle the advertising and sales promotion work for The Philadelphia Brewing Company, Philadelphia. Outdoor and newspaper advertising will be used.

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Inquiry Costs

Hard to Establish Principles That Work Same Way Twice, but
This Study May Help

COLEMAN LAMP AND STOVE COMPANY
WICHITA, KANSAS

Editor of PRINTERS' INK:

We are after a satisfactory method to determine inquiry costs of publications on the basis of circulation. I worked out a method and am just wondering what other methods along this line may be as good or better.

We have three variables: (1) quantity of space used, (2) rate and space cost, (3) circulation. The old method of merely figuring an investment of so much at an inquiry cost of so much took into account only the amount invested and disregarded entirely the space and circulation. My method takes into account all three variables. For example:

Publi- cation	Space Cost	Milline Rate	In- quiry Cost
A	\$1,500.00	\$5.00	3,000 \$0.50
B	\$2,500.00	4.00	5,000 0.50

Both publications produced inquiries at 50 cents. But what we

are interested in is figuring through to learn how much of a job each publication does for us on the basis of the amount invested.

Take publication "A." We invested \$1,500.00 at a \$5.00 milline rate, so we get 300 millines for our money. Dividing 3,000 inquiries by 300 millines shows that 1 milline of advertising produced 10 inquiries for "A." Following through with the same process for publication "B," we find that 1 milline produced 8 inquiries.

On that basis, then, Publication "A," with its higher milline rate and lower circulation does a better job for the amount of money invested. If it came to a point where selection would have to be made between the two, then the one to be selected is obvious, of course. We will greatly appreciate any additional information that you can give us on this.

THE COLEMAN LAMP AND
STOVE COMPANY,
A. W. Boyer.

AS far as Mr. Boyer's figures show, publications "A" and "B" are of identical advertising value, excepting as to volume. Nothing is gained from "A's" 25 per cent more lamp prospects per thousand circulation when these prospects are paid for at an advertising rate higher in identical ratio. The comparative index to media is inquiry costs. In this case the 50 cents tells the story.

Add publication "C" to Mr. Boyer's pair. The advertising cost, \$1,000, the milline rate, \$3, and inquiries number 2,500. The tip-off to "C's" superiority over "A" and "B" as a prospect-bringer is not "C's" response per thousand circulation nor its lower milline rate, but the two in combination represented by its lower inquiry cost—40 cents.

Higher response per thousand

circulation as a reason for choosing "A" over "B" may be misleading two ways. For what about position? Either publication's poorer or better position could affect results 25 per cent. Either "A's" or "B's" inquiry cost may have been actually 32 cents or 62 cents and show in the summary as 50 cents because of no reckoning on position.

And what about comparative sales?

Keyed advertising experience teaches that inquiry costs under competent handling, while not infallible, are reasonably dependable indices of ultimate sales volume. Organizations whose existence hinges on sales traced from advertising run their businesses on inquiry costs. Once they get the inquiries they find no great difference in sales among the same quantity of

inquiries from the poorest media as against the best.

Run identical copy in an excellent publication, "M," and in an inferior publication, "N." Inquiry cost may be 50 cents in "M" and \$2.50 in "N"—500 per cent variation. Yet as between these two publications their difference in percentage of mail sales to inquiries does not often exceed 20 per cent.

Wider variations in sales percentages do appear on numerous records, but these greater margins are usually caused not by media, but by variations in offers, or by different headlines, pictures and other attention-getting features of different instead of identical copy. All factors but media tuned out, inquiries show relatively small variations in sales values.

This explains why advertisers experienced with keyed copy after years of traced results have settled down to the policy of getting the largest possible quantity of good inquiries by using coupons, attractive offers and headlines, accepting the inevitable sprinkling of curiosity-seekers along with the

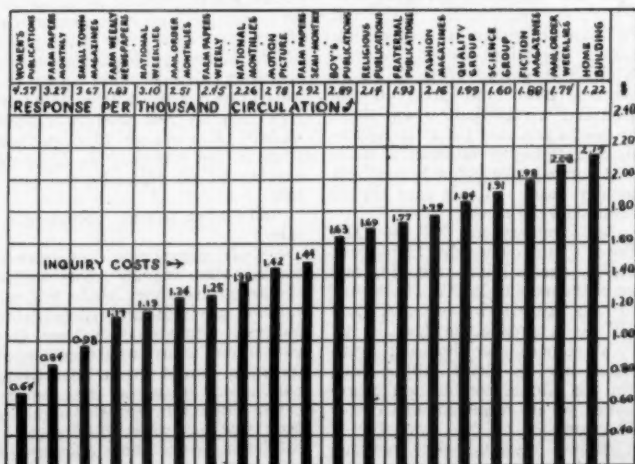
good prospects, doubling the number of the questionable inquiries if necessary in order to get 25 per cent more of those that mean sales.

So disregard of inquiry costs in choosing media runs counter to sound practice. And publication "A," selected on the count of response per thousand circulation, could as easily be the poorer medium for lamp advertising as the better. Had "A's" ratio of sales to prospects been 9.5 as against "B's," 11.5, an advertiser who picked "A" would pay a penalty of 290 lost sales. For "B," at the assumed ratio, would bring 575 total sales as compared with "A's" 285, or 345 for "B," against "A's" 285, if only the 3,000 circulation which both have is considered.

Comparatively few advertisers who sell through retail stores use inquiries for anything more than distribution of booklets or samples. Those who do use coupon counts as guides in their selection of media, copy and the like, find the inquiry-cost method indispensable.

An advertiser in the toilet accessory field tabulated his response

Sold only thru Retail Stores—Drug Stores.
Men and Women
Product bought often by large percentage of
circulation—Cities, Towns, Farms.



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from keyed copy sixteen years for the purpose of learning among other things whether there is a way to gauge the value of media for his particular product. He noted that publications in the same group differ less as to inquiry costs than media in different groups. Thereafter his records showed every season not only each individual publication's performance, but also the average drawing power of media by classifications.

Nineteen Magazine Groups Compared

Upwards of 317,000 sample requests were tabulated to indicate the comparative pulling of nineteen magazine groups shown in the accompanying chart. The given inquiry costs are for the final year only. The response per thousand circulation for each group given at the top of the chart was compiled from identical page advertisements that appeared in the entire list the same reading month. Small copy, or advertisements that ran in only part of the list were left out of the reckoning since they had no comparative value.

By questionnaire check-ups this advertiser finds that approximately one-third of the readers who send for samples become regular users. As nearly as can be estimated, a customer's annual trade is worth above \$4 and the average customer's life is three years. With these figures as guides the advertiser aims to get all the inquiries he can at an average cost not to exceed \$1.50. Since his best media produce inquiries in huge quantities from 60 cents to \$1, he can pay up to \$2 for inquiries from higher cost groups in order to get volume at the \$1.50 average. By doing so he figures that he pays around \$4.50 for upwards of \$12 in trade. He says he is in the business of buying customers at a given rate and holding them long enough to make a profit.

Two points brought out by the accompanying chart bear on Mr. Boyer's method of estimating the value of media. First, publications seem to draw to their subscription lists types of readers so divergent

as to cause one classification regularly to be from 20 per cent to several hundred per cent more responsive per thousand circulation than another to advertising for even a low-price product bought often by nearly everybody.

On specialties like heaters bought by a far smaller percentage of readers and at longer intervals, response per thousand circulation, as is expected, shows even wider variation as between one magazine group and another. As regards any one specific product such as a dentifrice these magazine groups are found to keep their relative rank season after season.

The group response percentage figures do not often change materially. Yet for a product that differs only slightly in price and frequency of purchase an entirely different alignment of magazine groups takes place. Such records indicate to what extent every product has a totally distinct media problem of its own.

Far more important are steps for finding out how one publication's reader following compares with another's as to the quantity of store sales represented by a given number of inquiries. The toilet accessory manufacturer obtains such information by circularizing every season 5,000 to 10,000 readers who sent to his company for samples. Only a few questions are vital: What brand the recipient uses, how long he used this brand, why he prefers the brand to others, what brand he formerly used, and what qualities in the new brand, or what defects in the old led him to switch.

What Answers to These Queries Show

Answers to these queries tell whether inquirers used the product before they sent for samples, or became users as a result of trying the samples. The answers tell also what percentage of users switch to and from competitive brands, and why. So the replies give informative facts about competition's losses and gains as well as the wanted information about the manufacturer's own product.

By selecting 1,000 names from

each of ten magazines season after season, facts of satisfactory accuracy are obtained as to how the readers of various publications compare in buying power and buying habits. This questionnaire method of finding the comparative sales value of magazines is widely used by mail-order agencies which handle publicity accounts where sales cannot be traced by the usual mail-order methods.

In the organization of a food drink manufacturer the value of sample requests from a mass-circulation magazine was questioned. "Sure, this book draws a raft of inquiries," an executive said. "But look at the class of readers—sample hounds! Small risk when we offer samples to readers of magazines 'X' and 'Y' for we know prospective buyers read both publications. But as to 'Z' in my opinion there's no such assurance."

His agency took an adequate batch of sample requests from each of the three magazines and mailed the senders a questionnaire containing these five queries: Have you ever tried any food drinks (such as Ovaltine, Cocomalt, Toddy, etc.) in your household? Which brands? Are you using any food drinks in your household at the present time? Which brands? If there are any brands that you have tried and are not using now, why do you not continue to use these brands?

The questionnaires were mailed out ostensibly by a disinterested research organization just as the Parker pen questionnaires were sent and for the same reason, as related in JUNE PRINTERS' INK MONTHLY. As the inquirers are in the dark as to what manufacturer is interested their replies are not biased.

Here are the tabulated returns from this questionnaire:

	"X"	"Y"	"Z"
Readers who did not use their samples.....	18.5	15.3	17.8
Inquirers who tried the manufacturer's product and then discontinued its usage.....	32.5	31.9	27.1
Inquirers already using the product before they sent for samples.....	24.9	31.2	27.1
Inquirers whose use of the product could be definitely ascribed to samples.....	10.7	8.3	16.1

A high-grade women's magazine known for its quality readers showed 60 per cent fewer customers converted by samples, but its subscribers were more reticent by 10 or 15 per cent to send for samples to avoid buying the product they were already using.

The agency and the advertiser believes that these figures show fairly accurately the comparative value of the three publications as to distributing samples.

Under ordinary circumstances bare response does not tell us much that we would like to know about advertising values, including value of media. Analyses sometimes bring out helpful facts that do not appear on the surface. It pays to hunt for such information as Mr. Boyer does. Yet always advertisers face the fact that readers' replies to advertising usually picture actual sales possibilities in a sketchy way at best.

The problem's difficulty can be illustrated graphically. Princeton has one eight-oared shell and fifty crew candidates. How many ways can crews be seated? Some astute arithmetician with a lot of time on his hands and a flair for figures tells us the astonishing answer—21,646,947,168,000 different seating arrangements. Advertisers deal not merely with one, eight and fifty, but with probabilities in groups of dozens and hundreds—seasons, positions, media, appeals. No wonder they find it hard to pin response down to principles that work the same way twice. In this situation the questionnaire method provided a handy means of learning whether inquiry costs are dependable or misleading as to sales. But as to finding the comparative value of media for drawing response from interested prospects it is hard to improve on judging by inquiry costs.

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Henry Wallace as a Modern Substitute for Joseph

(Continued from page 10)

Triple A. These obscuring clouds are becoming denser. For it is encountering really serious opposition in various directions, and especially from a few urban dailies and many trade associations. Some of this barrage comes from individuals sincerely opposed to all forms of national economic planning.

A part of it is motivated by men and organizations almost frantic in their appeals to prejudice, as illustrated by the fantastic stories current over the nation about the huge profits made by Secretary Wallace from his seed corn business. Like most of the yarns concerning men prominent in the Triple A they are merely silly. The Secretary has never secured even a fair return from his seed corn project, due mainly to extensive research work in plant breeding that he has carried on in connection with it which had no immediate relationship to cash income.

But, on the other hand, some friends of the AAA also have been dealing extensively in highly rarefied types of inflated atmosphere. There has been more than a tinge of chatter here and there over the country about the "New Day" and the "Magna Charta" for American agriculture that emerges from retirement every little while when some new activity like the Federal Farm Board or the United States Grain Growers, Inc., (of the vintage of 1920) comes along. It has led some farmers and many metropolitan dwellers to expect entirely too much from the agricultural program of the National Administration.

Other pests also plague the AAA officials. Many a politician has come trailing into their camp while mumbling the outline of a speech to be delivered later at a country picnic—and without the slightest idea of what the program is all about except the thought that it

may aid him in gaining votes at the next general election. There also is a fringe of crack-brained visionaries over the nation, who usually deal in some phase of "emotional economics," that favors the policies of the AAA for no apparent reason, except that they are "different."

A fair perspective on the purposes and achievements of the Triple A cannot be obtained from either the copy of hired reporters employed by hostile urban dailies or the propaganda distilled by its more enthusiastic friends. And it first of all requires an adequate background on the economic position of American agriculture in the spring of last year.

Two Informative Publications

This information is presented fully and accurately in two publications prepared by the Agricultural Adjustment Administration: (1), *Economic Bases for the Agricultural Adjustment Act*, a 67-page bulletin written by Mordecai Ezekiel and Louis H. Bean, and (2), *Agricultural Adjustment*, which is a 393-page report of the administration of the Agricultural Adjustment Act from May, 1933, to February, 1934.

These booklets show, in brief, that American agriculture was staggering under the weight of a tremendous surplus production last year, and that the earnings of rural people had declined to less than half of normal.

The problem that confronted the officials of the AAA at that time, and which still faces them, is to evolve systems of producing and marketing farm crops and livestock that will re-establish the earnings of rural people at pre-war levels.

And at precisely this point any consideration of the administration of the Agricultural Adjustment

Act departs from the solid foundation of facts and arises into the upper stratosphere of theory.

It also inevitably becomes entwined in a maze of personalities concerning Hank Wallace, Rex Tugwell, Chet Davis and many other lesser stars of the AAA.

Almost any viewpoint on the Government farm relief policies can be fortified with a labyrinth of figures and extensive quotations from alleged authorities on the marketing of agricultural products. Both the friends and enemies of the Triple A have rich funds of apparently definite data at their command. But its opponents are inclined to fight shy of discussions about surplus farm production, which is the main point of the whole agricultural problem. Sometimes they talk in a rather hazy manner about re-opening foreign markets, and usually ignore the efforts that are being made by the National Administration to develop these outlets.

They have been interested, however, in the shifts in the policy of the AAA that were motivated by the drought over the prairie states. And their comments frequently are caustic.

No Joseph Available Today

"It is clear," said the president of a nationally known business organization to me a few days ago, "that these cockeyed agricultural economists in Washington have failed to chart the crop reduction plans of God Almighty." He glanced out of his office windows at the milling crowds in the street below. "I doubt," he added, "if Henry Wallace knows as much as Joseph knew about the business problems inherent in surplus farm production."

It is likely that this executive was right on both points. But unfortunately Joseph is not available for a position with the AAA. The practical business problem which confronts the nation is what, if anything, is to be done about the agricultural washout. Officials in the AAA must face the set-up which exists with the personnel available.

If they presently achieve even a reasonable degree of success in their undertaking—such as an advance of twenty points or more in the rural exchange position—it will be of tremendous aid to many lines of urban industry. For it is clear that a substantial increase in the earnings of farmers would touch off a vast buying campaign over Rural America. This presumably would aid greatly in the commercial recovery of the nation.

Aid Would Be Widespread

It would go much farther than to spread a wave of prosperity over such typically rural advertisers as the manufacturers of farm machinery, motor cars, wire and fertilizers. In our community (West Buffalo, northwest of Buffalo, Kansas), for example, there is a huge potential demand for electric light plants, water supply systems, good furniture and better housing. Practically all the younger people in this locality are either college or high school graduates, and they fully appreciate the advantages of modern living. And that commonly is true in other farm communities over the Middle West. A broad upward trend in the income of rural people would be felt directly in most lines of urban business, and indirectly its influences would extend still farther.

Many commercial leaders in metropolitan areas are fully aware of the magnitude of the prospective demand for fabricated products over the countryside, and are much in favor of the agricultural policies of the National Administration. Most of them will continue their support of these plans, at least for a time.

And the AAA is likely to need all the political help it can get, from every quarter. For there already is much complaint in some of the more congested areas about the increasing cost of living. This talk is especially evident in New York City. Many middlemen are taking prompt advantage of that feeling in their current offensive against the AAA, and occasionally with unfair arguments. A few butchers, for instance, have been

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explaining to their patrons that the recent higher costs of beef are due to the processing taxes levied by the Government—while incidentally ignoring the fact that no tax has been placed on this particular commodity.

A small proportion of farmers also are becoming increasingly restless over some of the projects of the AAA, especially as the specter of compulsion becomes more apparent, as in the Bankhead and Kerr Bills. The AAA officials are certain to walk farther and farther into this quagmire, and it will cause them much grief in doing so.

But all of the various opponents of the AAA, rural and urban alike, will find that its personnel has political skill and a driving force that will crack the skulls of the leaders of many an onslaught into its preserves. Most of the objectors to the Triple A have little appreciation of just how solidly it has become entrenched in our national life.

They no longer are facing

merely the task of "routing out a few radical 'nuts' down there in Washington" (the two men connected with the AAA who most commonly are classified thus by its enemies being "Professor" Tugwell and Jerome Frank). They will find, instead, that the AAA has an extensive and brilliant organization in Washington, and that it has been built solidly into the grass roots with its county organizations over all of America. In most instances these local units are in charge of able and loyal farmers who largely direct the thinking—and votes—in their communities.

The Granger Congressmen who go against that rural set-up at the elections of next November will unfortunately find that they have hit a buzz-saw.

But I am not so sure about the political backing for the AAA farther down the line. I think this new farm outfit will need considerable help from the Gods of What Is to Be. Its ultimate future will be determined mostly by cold and



TAKE A PEEK... prepare to be in-

spired... see if you don't think the Newark market takes the Grand Prix for economy when you gaze upon NEWARK EVENING NEWS milline rates.

Don't pass up this market if you want sales that have profits tied to them. It makes no difference what you have to sell... cabin cruisers to make the Admiral's launch sink in shame, or modest little packages of carpet tacks (cut rate, at that), there are ready buyers provided your sales attack centers in The NEWARK EVENING NEWS. No selling effort can hope to influence the best possible number of buyers without it. It assures thorough, adequate coverage... effective customer contact because it is sought rather than sold. (90% home delivered, to you.) That does make a difference, you know. But in your language it all means simply this: one advertising schedule... one low cost. The NEWARK EVENING NEWS simplifies the selling effort... When you tell News readers about your product you just naturally tell it to the whole Newark market. That's simple enough, isn't it? But take a peek at those milline figures.

Network Evening News America's

Leading Week-day Newspaper . . . 215-221 Market Street, Newark, New Jersey. EUGENE W. FARRELL, Business and Advertising Manager. O'MARA & ORMSBEE, INC., General Representatives. New York, Chicago, Detroit, San Francisco, Los Angeles.

heartless quotations from the market-place.

In other words, the Triple A must presently do its primary job, which is to restore agriculture to a normal position in the commercial structure of the nation. If the organization fails in that un-

dertaking it soon will be relegated to the limbo reserved for the Granger Movement of the late 1870's, the United States Grain Growers, Inc., of the post-war epoch, the Federal Farm Board of the Golden Age and other futile rural dreams of other years.

More Glass for Homes

THE glass industry in an effort to increase the glass area of new homes, recently completed architectural competition for the design of a small, detached residence, planned to give the owner the fullest opportunity for sunshine and fresh air. Rules of the American Institute of Architects were followed. Russell Whitehead, editor of *Pencil Points*, acted as professional adviser for the competition.

The competition had its origin in a study of ways to increase the use of glass and was first presented to J. D. Biggers, president of the Libby-Owens-Ford Glass Company, who felt that it was an undertaking which the entire industry should sponsor. Other manufacturers endorsed the effort and a joint fund was raised to finance the competition, which was conducted as an editorial activity of *Pencil Points*.

Paid advertising was used to bring the competition to the attention of architects, double-page space being used in April and single pages in the May issues of five business papers reaching the architectural profession.

Brown University Appoints Harold C. Field

Harold C. Field has been appointed treasurer of Brown University, and made a member of the corporation of the institution. For twenty-four years he has been associated with the sales department of the Nicholson File Company, Providence, R. I., part of which time he served as foreign sales manager.

Opens Washington, D. C., Office

Bowman-Deute-Cummings, Inc., San Francisco, has opened offices in the Rust Building, Washington, D. C. The office will be in charge of William Atherton De Puy and Laurence Benedict.

In addition to the professional paper advertising, a folder outlining the problem, giving the terms of the competition and listing the jury of prominent architects representative of every section of the country, was mailed to 10,000 architects.

This promotional work brought in 1,176 entries, almost twice as many as any previous competition of this sort ever held. Awards were twenty-nine in number, ranging from first prize of \$1,000 to twenty-five \$50 prizes.

The competition, in addition to focusing attention on greater use of window space, has two by-products. There is now available a variety of designs of small homes of all types which can be published in book form or used in advertising by the industry, collectively or by individual companies. Second, a number of requests have been received from cities which have permanent architectural displays for permission to exhibit the designs. It is planned to assemble about 100 of the entries into a traveling display which will be routed through various sections of the country.

Tri-State Campaign on Tom Collins

A newspaper advertising campaign embracing nineteen cities in Wisconsin, Ohio and Massachusetts began last week on Tom Collins Senior, a prepared gin drink sold through licensed retail liquor outlets. The product is made by the Tom Collins Corporation, Cincinnati.

Cutter on Chicago "Tribune"

Dr. Irving S. Cutter, dean of the medical school, Northwestern University, has been appointed health editor of the Chicago *Tribune*. He succeeds Dr. W. A. Evans, *Tribune* health editor since 1911, who is retiring.

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Chain-Store Sales for May

Company	May 1934	May 1933	% Chge.	5 Months 1934	5 Months 1933	% Chge.
*Sears, Roebuck (a) ..	\$27,485,073	\$21,050,502	+30.6	\$93,974,595	\$69,612,587	+35.0
F. W. Woolworth...	22,004,508	19,801,192	+11.1	101,825,975	89,559,999	+13.7
*Mont. Ward (b) ..	20,934,510	15,247,812	+37.3	75,541,012	52,308,663	+44.4
Safeway Stores (c) ..	17,981,737	17,203,321	+4.5	87,416,891	79,717,009	+9.6
Kroger G. & B. (d) ..	17,114,185	15,952,289	+7.2	83,952,257	75,971,370	+10.5
J. C. Penney	17,086,235	14,431,647	+18.3	73,227,581	56,401,499	+29.8
S. S. Kresge	11,680,348	9,941,023	+17.5	51,769,077	44,421,205	+16.5
American Stores (e) ..	11,231,864	10,363,100	+8.3	49,154,816	45,741,265	+7.4
W. T. Grant	7,179,930	6,552,836	+9.5	29,288,808	26,721,697	+9.6
S. H. Kress	6,095,747	4,978,301	+22.4	28,348,922	21,639,896	+31.0
National Tea (f) ...	4,659,678	4,843,404	-3.8			
Walgreen	4,356,435	3,643,478	+19.6	21,569,262	17,421,699	+23.8
J. J. Newberry	3,536,532	2,740,152	+29.0	14,397,531	11,426,891	+26.0
H. C. Bohack (g) ..	2,985,084	2,817,226	+5.9	11,063,486	10,257,656	+7.8
Melville Shoe	2,910,143	2,054,505	+41.6	12,112,901	8,532,091	+41.9
G. C. Murphy	2,367,499	1,661,437	+42.5	9,812,697	6,956,518	+41.0
Grand Union (h) ..	2,127,062	2,085,253	+2.0	11,429,601	10,871,031	+5.1
Interstate Dept. (i) ..	1,807,818	1,529,953	+18.1	6,504,055	5,122,410	+26.9
Neisner Bros.	1,706,901	1,363,374	+25.2	6,543,808	5,191,157	+26.0
Dominion Stores (j) ..	1,543,289	1,544,037	-.0	7,431,446	7,504,972	-.9
Western Auto Supply	1,456,000	1,156,000	+25.9	5,460,000	4,018,000	+35.8
Peoples Drug	1,336,055	1,242,600	+7.5	6,683,074	6,259,202	+6.7
Lane Bryant	1,269,213	1,091,076	+16.3	5,565,142	4,508,337	+23.4
Schiff Company	1,187,179	877,446	+35.3	4,177,118	3,174,979	+31.5
M. H. Fishman	298,648	228,879	+30.4	1,067,299	777,184	+37.3

*Includes both chain and mail-order sales.

- (a)—4 and 16 wks. ended May 21. (f)—For 4 wks. ended May 19.
 (b)—For May and 4 mos. (g)—5 and 18 wks. ended June 2.
 (c)—4 and 20 wks. to May 19. (h)—4 and 22 wks. ended June 2.
 (d)—4 and 20 wks. to May 19. (i)—For May and 4 mos.
 (e)—5 wks. and 5 mos. ended June 2. (j)—4 and 20 wks. ended May 19.

Number of Stores in Operation

END OF MAY		END OF MAY	
1934	1933	1934	1933
Kroger	4,349	Walgreen	484
Safeway	3,236	W. T. Grant	457
J. C. Penney	1,465	S. H. Kress	230
S. S. Kresge	723	G. C. Murphy	181
Melville	561	Peoples Drug	114
Neisner Bros.	80		79

Since the compilation of the above table, later sales reports have been issued by Sears, Roebuck and Safeway. Sears, Roebuck reports sales for 4 and 20 weeks ended June 18, 1934 as follows:

	1934	1933	Chge.
4 wks. June 18	\$25,023,393	\$19,935,951	+25.5
20 wks. June 18	118,997,988	89,548,538	+32.9

Safeway for 4 and 24 weeks ended June 16, reports:

	1934	1933	Chge.
4 wks. June 16	\$19,000,462	\$16,943,735	+12.8
24 wks. June 16	106,417,354	96,560,744	+10.2

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rowner, Editor and President
1908-1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager,
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks
Eldridge Peterson
Arthur H. Little
S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.
London: McDonough Russell

NEW YORK, JUNE 28, 1934

The A.F.A. Resolution

The Advertising Federation of America, at its convention in New York last week, announced the belief (see the official resolution on page 41 of this issue) "that we can continue to improve our own regulation of our business without Governmental intervention."

Right. Advertising can, should and must do this thing. The straightforward pronouncement is therefore timely, commendable and important.

But in its statement of how "our own regulation" shall be brought about, the Federation is disappointingly indefinite.

Education, yes. The Federation has been prominent in this respect and much of its educational work has been well executed and thoughtful. There have been exceptions, of course—such, for ex-

ample, as the ill-advised campaign of a few years ago to educate the women of America in the economics of advertising. This flopped, mainly because the aforesaid women of America do not care a hang about the economics of advertising and never will. But we shall not go into that; let the dead past bury its dead.

There is still room for the pedagogical activities for which the neatly phrased resolution asks. And if the A.F.A. is big enough effectively to co-ordinate the work of various advertising bodies in this direction, it will be entitled to at least three cheers from all members of the congregation.

But let's not pin our faith too strongly to the move to extend advertising education work "to all colleges, schools, clubs, associations and all organizations of consumers."

The public is not going to be educated "into believing in advertising" as long as advertising's crooked minority is allowed to print or broadcast its story.

More machinery? Well, there is already much machinery in organized advertising—too much, in the estimation of many matter-of-fact individuals who would prefer to see something done rather than to have elaborate preparation made for something that *may* be done. Even so, this machinery might be overhauled and modernized. The best possible machinery will be none too good.

And then the resolution advises that advertising bodies should act together "either on a trade or geographical basis" to make and keep advertising pure. Fair enough. But just *how* is the purification going to be effected?

PRINTERS' INK agrees with the resolution so far as the statement of the case is concerned. It is a vast improvement over those of former years when advertising organizations would beat upon their

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breasts in true Pharisaical fashion and proclaim the holiness of advertising although certain parts of it were crooked and indecent.

This year the Federation, after having had a remarkably good convention, faced the facts in a courageous way which calls for admiration and praise.

But we are frankly alarmed as we contemplate the apparent inclination to trust advertising's immediate salvation to improved operative machinery and more and better education.

Say all you please about education and machinery; the fact remains that advertisers, agents, publishers and broadcasters are making not enough progress toward the elimination of the 10 per cent or so (some people say 5 per cent, but this is probably too small) of crooks.

Some advertisers who want to be decent say they can't because of competition. Agents say they would like to refuse to execute questionable advertising but can't because their competitors will get the business. Publishers declare it is impracticable if not impossible for all leading publications to get together on a censorship proposition.

We appreciate the difficult position of all these elements. But if they cannot apply the necessary corrective measures what then remains?

The answer, of course, is obvious. It is Government supervision. And Government supervision is going to come sure as shooting unless advertising employs something that works a little faster than education, good as education is.

For one thing, there is going to be a new Food and Drugs Act up in the next session of Congress. It will probably be of a nature that will make the late lamented Copeland Bill tame indeed by comparison.

Undersecretary Tugwell an-

nounced in Washington this week that the Administration has "only begun" the fight for a stronger food and drugs law. That sounds ominous; there is rough water ahead.

Isn't it time for a little emergency action?

How would it be if representative advertisers, agents, publishers and broadcasters would get together during the next month and try to agree on a declaration of positive policy that would actually mean something?

By boldly mentioning names of offending advertisers they could hold them up to public scorn and at the same time give the decent advertiser a breathing spell. The consumer could and would do the rest.

The proposed remedy is radical, but this is a time for radical and even cruel policies.

We repeat, if advertising does not bring about its own regulation, as the A.F.A. suggests, then the Government will. And when and if the Government takes full charge of all advertising—as it will probably do the coming winter with food, drugs and cosmetics—heaven help us!

A Call for Hank

Secretary of Agriculture Henry A. Wallace, who has been called Hank and who has been characterized, also, as the "mystic philosopher" of the current Administration, told the assembled advertising people in New York last week that advertising, besides being at least partly responsible for the depression, must bear a part of the burden of restoring prosperity by putting men back to work.

He said: "A terrible thing—under-consumption—has been saddled upon us."

Advertising must stimulate desire and thus help shake the thing off.

To those of us who are not yet

ready to accept advertising as a panacea for economic ills, that much of the Secretary's speech sounded as if it might be theoretically possible.

And then Washington's spokesman for the occasion launched into this:

"You, the advertising people of this country, have never believed essentially in what you call the approach of the intelligentsia, the approach of the brain trust, if you please. It seems to me that there is something in advertising that has much in common with what the ministers are trying to do. They have a selling job. You, also, have a selling job. When the nation comes into very difficult times it is necessary that you realize your responsibilities."

And right there, so it seemed to the listening advertisers, he who came to encourage—and perhaps to guide—became otherwise than crystal-clear. Was he calling advertising men a horde of low-brows? Did he suggest that, in order to do a more effective job of stimulating desire and selling goods, advertising ought to don the garb of the cleric, or adopt his pulpit technique? And mention of brain trusts brought up the question—which Mr. Wallace left unanswered: Must advertising accomplish its task with or without the handicap of Governmental disfavor and Governmental interference?

Henry, the mystic, voices high-minded and high-sounding thoughts. But advertising, right now, would prefer to hear from Hank.

**You're
Another!**

It's a pious idea not to get mad. Whether you're a public official annoyed by criticism, or an advertiser roiled by the damn-lying claims of your competitors, it's best not to get your dander up except in private.

Consider General Johnson. Dis-

cussing, over the radio, the threatened steel strike, the general barked a few explosive remarks about "immature" critics who had suggested that if the NRA ringmaster, even at the risk of scorching his summer pants, would approach an open-hearth furnace, he might learn something about steel-workers' problems.

Well, open hearths, so the general told the microphone, were something he *had* approached—and not only in his summer pants, but also in his winter ones. And he added: "I have worn enough skin off the part of me that fits a saddle, riding over the flat lands of Texas and the hills of Arizona, to make a half dozen critics such as they."

Now there, so the general seemed to feel, was a pretty hot shot. But when you read it in connection with what had just gone before, there does seem to linger about that autobiographical wisecrack at least a tinge of *non sequitur*. For between a steel plant in, say, the Pittsburgh area and the general's abraded posterior as he cantered over Texas and Arizona, there intervened more than 2,000 miles. And in his calmer moments later, even the general, who is a pretty fair far-crier himself, must have realized that 2,000 miles is quite a stretch.

But if the general flew off the handle, what of his critics? In less than an hour after he had finished his broadcast, he got this telegram: "We who have just listened to your refined speech full of hell and bluff denounce you for making such damnable statements over the radio, using your Governmental position to call us steel workers just so much skin off a saddle."

Now, of course, the general was talking, not about his saddle, but about himself. But the episode merely proves that a dog-fight argument never gets anywhere because neither of the disputants can hear what the other is saying.

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78 PER CENT OF HIM -

Purchases office equipment and supplies

Tell him* about your business machine, stationery item, office service or equipment. He is interested, for 87% of him employs labor and heads an office force.

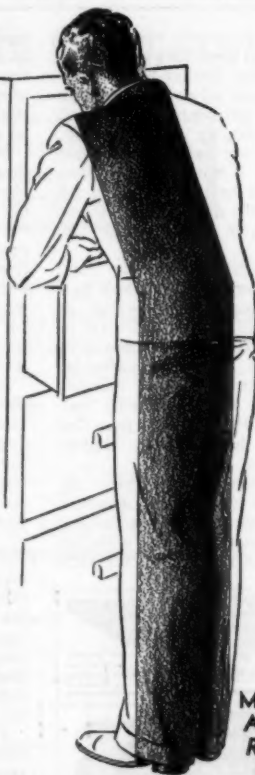
He represents the executive, whose OK is needed on nearly all worthwhile transactions. He is keen-minded, receptive to new ideas, improved products, specialized services.

He* is a Rotarian. You may reach him through general media—you are sure to reach him through his *own* magazine, **THE ROTARIAN**.

Inexpensively, too. But let us prove that to you. Drop a note to **THE ROTARIAN MAGAZINE**, 211 West Wacker Drive, Chicago, and our representative will tell you the story, briefly and interestingly.

**85% of Rotary Clubs are in towns
of 25,000 population and under**

The
**ROTARIAN
MAGAZINE**



More Facts About The Rotarian's Readers

- 87% are employers of labor, of which 62% employ over 10.
- 64% use trucks and automobiles in their business.
- 32% are directors in more than one company.
- 72% personally own listed stocks and bonds.
- 69% own automobiles in the high priced or medium priced classes.

The Little Schoolmaster's Classroom

AMONG those who regard small space as something not to be slighted is the Parker-Kalon Corporation. Many advertisers who go to all the necessary pains with their large display advertisements, look upon a one-inch unit as something which, if not exactly a chore for the office boy, is, surely, a job not sufficiently dignified or important for their best efforts and talents.

If any member of the Class doubts this statement let him look over the small-space section of technical publications. There he will be surprised not so much by the curious spectacle afforded by super-dreadnaughts of industry doing battle with one-inch "bullets," but rather by the fact that too many bullets are slightly mangy bullets at that.

The Parker-Kalon series appearing in a metal trade paper is interesting for the thought that has manifestly gone into its make-up. Each advertisement states the same

message. Not a word of the copy is changed from one insertion to the next. The headline, too, is identical in each ad, as is also the illustration—a plain line drawing of a wing nut and a thumb screw.

Yet a skilful transposition of these common elements has brought about a pleasant variation of layout that is altogether refreshing to the eye. It is truly amazing how much flexibility there really is in one-inch space. The advertisements reproduced herewith show clearly what a wide range of effects can be achieved without resorting to typographical or illustrative hand-springs.

Much, of course, has been said about the value of repetition. However, while the principle is undoubtedly sound, physical repetition may at times acquire a stale sameness which can be easily remedied by a little ingenuity—and work.

* * *

Several weeks ago the Schoolmaster put to the Class the question of what advertiser once used the slogan, "Good for man and beast." As usual the Class has responded nobly with the result that the Schoolmaster can report that at least two advertisers used the phrase.

It was a favorite slogan for Sloan's Liniment for a number of years and also for Merchants Gargling Oil.

A. M. Edwards of The Carpenter Company, division of Drug Store Brands, Inc., sends the following:

"On page 116 issue of June 14, 1934 of your publication you wonder what company used the slogan, 'Good for man and beast.' Of course this comes under the head of useless information, but you might be interested to know that fifty years ago, before the day of picture postcards and modern ad-

PARKER-KALON Cold-forged
WING NUTS & THUMB SCREWS

Made by a new and improved process. Stronger, stronger—yet cost no more!

Compare—get prices and samples from Parker-Kalon Corp., 200 Varot St. New York

PARKER-KALON Cold-forged
WING NUTS & THUMB SCREWS

Made by a new and improved process. Stronger, stronger—yet cost no more!

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Two Weeks to Act!

MAJOR RATE and CIRCULATION RISE on JULY 14th. *Effective Oct. Issues*

**13th step-up in four years; fourth
this year; new guarantee already
exceeded by first quarter net paid**

Circulation guarantee goes from 1,275,000 to 1,500,000. Page rate goes from \$2,040 to \$2,400. Other units in proportion . . . except 4-color inserts, which remain at \$4,600, giving the lowest 4-color insert rates among all major magazines . . . \$3.06 a thousand . . . less than black and white cost in many other major magazines.

**Buy "Original Women's Group"
at \$1.36 a page a thousand
through September 1935!**

Orders received before July 14th protect you from October, 1934 (when 1,500,000 guarantee goes into effect) to September, 1935 inclusive at \$2,040 rate (\$1.36 a page a thousand). "Rate holders" not solicited. Orders **MUST** specify definite dates and size of space.

Write or telegraph today

All orders received *after* close of business, July 14th, unacceptable unless at *new* rate.

MACFADDEN WOMEN'S GROUP

* Write for the report of the
first door-to-door, cross-section
survey ever made among group
magazines.

"THE IDENTIFIED" GROUP"

420 Lexington Ave., New York City

The Retail Slant for Some Agency

A seasoned advertising man in the middle 30's, more than a decade in retailing, who has been publicity director of several important and successful organizations, is now at liberty.

To some agency, which would apply sound retail knowledge to new day problems of distribution, he can prove a mighty valuable acquisition.

Please write

"W," Box 227, Printers' Ink

" You will undoubtedly be interested in the excellent results obtained from four one-column one-inch advertisements placed exclusively in *Printers' Ink Weekly* and *Printers' Ink Monthly*.

These four advertisements, at a total cost of only \$43.40, have pulled 136 inquiries to date, and they are still coming in.

Inquiries were received from top executives of large advertising agencies and advertising departments of representative manufacturers. **"**

HANFORD S. WEIL, Dir.
RETAIL REPORTING BUREAU

vertising, advertisers used picture cards in a large way.

"Among others that the writer recalls, 'Merchants Gargling Oil,' (perhaps long since gathered to its fathers) used the slogan in question. For a long time one of their cards with a picture of a large ape on it, had the following verse under the picture of the ape holding a bottle of the remedy.

'If I am Darwin's Grand Papa
It follows don't you see

That what is good for man
and beast

Is doubly good for me.'

"The writer has often wondered if any crazy collector ever tried to make a collection of those old advertising cards. They were certainly a queer lot and many of these were artistic, good advertising even in the light of modern methods. Every drug store had a varied lot of them for the children to take home."

• • •

The Schoolmaster read with a great deal of interest in the June issue of *Factory Management and Maintenance* a description by Philip K. Wrigley, president of the Wm. Wrigley, Jr., Company, of his company's plan of employee assurance.

Stockholders of the Wrigley company voted at their annual meeting this year to set aside in surplus up to \$1,000,000 which could be used, if necessary, for lay-off pay to employees. Explaining that the services of his employees are about the only expense not contracted for in advance, Mr. Wrigley points out that, "We are now willing definitely and firmly to commit ourselves to our employees just as we do under material contracts or advertising contracts."

"In brief," he says, "the plan is as follows, and we want to stress the point that it is a plan of 'Employment Assurance' and not 'Un-

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGL.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

employment Insurance.' It provides that any steady employee, who has been with the company for six months or more, will receive a contract for employment at an agreed-upon wage for one year. If for any cause lay-offs should be necessary, the company may lay him off, but, if it does so, it agrees to pay the employee a percentage of his best base pay for a given period of time. Both the percentage and the length of time are on a sliding scale, with the people receiving the lowest pay getting the highest percentage, on the theory that the smaller the pay the less opportunity the individual has to lay anything aside for a rainy day.

"The plan," Mr. Wrigley further states, "ranges from 80 per cent on the lowest salaries down to 60 and 40 per cent, etc., and includes all steady employees getting \$6,000 a year and less. The number of weeks that such pay will continue depends upon the length of service. Anyone who has been with the company for more than six months and less than two years, for instance, will be paid lay-off pay up to sixteen weeks; from two to five years, up to twenty weeks; from five to ten years, up to twenty-four weeks; and over ten years, up to twenty-eight weeks."

• • •

Many advertisers don't make the most of their trade-marks. When Mr. Heinz long ago turned his famous pickle into a buttonhole adornment, he did the sort of thing the Schoolmaster believes could profitably be done by other advertisers.

The Shell Petroleum Corporation is among those companies that are alert to the possibilities and advantages of animating their trade-marks. Its fan-shaped insignia assumes many forms and sizes. Recently the company brought out a new portable lubrication board to hold seven grease guns. Such boards are usually unshapely, take up quite a bit of space and appear to have no other use than that of receptacle.

Shell, however, looked upon this equipment as a potential advertising medium. A new board was de-

Classified Advertisements

BUSINESS OPPORTUNITIES

ADVERTISING REPRESENTATIVE
Wanted for Eastern territory, with headquarters in New York City, to represent **AMERICAN HOTEL JOURNAL, BAR MANAGEMENT, AND NATIONAL BREWER & DISTILLER**, on commission arrangement that will prove lucrative to experienced representative of proven ability. Address Publisher **AMERICAN HOTEL JOURNAL**, 203 North Wabash Ave., Chicago.

EMPLOYMENT SERVICES

• How to Better Yourself •

Confidentially register with
Walter A. Lowen, Placement Specialist
Since 1920 serving leading Adv. Agencies & Nat'l Advertisers with trained executive, creative & office personnel. Interviews 9.30-12.30. 11 West 42nd St., N. Y. C.
"The Meeting Place of Supply & Demand"

EQUIPMENT WANTED

Wanted—Magazine Rotary Press capable of producing book about 8½ x 11 in two or more colors. Must be in good shape. National Weeklies, Inc., Winona, Minn.

HELP WANTED

Photo-Engraving Salesman

with following—commission and drawing salary. Atlas Photo Engraving Co., Inc., 560 Seventh Ave., New York City.

Advertising Salesman, experienced, to sell complete line of advertising signs and displays to national advertisers in New York metropolitan territory. Commission. Big opportunity for man with connections. Box 864, Printers' Ink.

MISCELLANEOUS

40 Profitable Printing Plans \$1.00
Prepaid. Keep Your Plant Busy. Satisfaction Guaranteed. Associated Management Service, 1700 Gr. Sansom Street, Philadelphia, Pa. Also 50 Mail Order Plans only \$1.00. Folder Free.

POSITIONS WANTED

Fresh and Unspoiled, studied copy-writing in college. Age 20. Resourceful; intelligent; of good appearance. Will start at bottom. Salary secondary. Write Box 862, Printers' Ink.

LOS ANGELES

High grade — salesman — salesmanager wants major product or line to sell on Pacific Coast—salary or commission. Box 866, Printers' Ink.

EXECUTIVE with broad background of experience in Sales Promotion, Market Analysis, Advertising and Journalism in all its phases is available. Willing to leave New York. Box 865, Printers' Ink.

LAYOUT MAN

10 yrs. Ad. Experience. Ideas, Layouts, Lettering, Retouching. Desires position with medium-sized agency. New York City only. Box 863, Printers' Ink.

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Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission.

signed, different from the conventional one. A huge shell on wheels, it contributes still another mental impression which in the aggregate makes up a consumer advertising consciousness.

...

The Schoolmaster feels the urge to speak in praise of certain old-fashioned virtues. He has in mind the virtues of making exact claims in advertising copy, of curbing over-enthusiastic exuberance, of exhibiting knowledge that the reader may be possessed of intelligence and that advertising that taxes belief cannot be expected to bring profit forever.

One advertiser who might upon investigation be found to possess these virtues is the Pennsylvania Grade Crude Oil Association. It has an unbroken record of advertising in national publications for eleven years—a long time for a co-operative program. Its sales have increased 48 per cent since 1929. This on the authority of a Class-member within the association.

♦ ♦ ♦

Clo-Trate in New Campaign

The advantages of selling branded feeds as opposed to bulk and unidentified merchandise will be stressed in a campaign which the Health Products Corporation, Newark, N. J., will launch this month on its product, Clo-Trate, cod liver oil concentrate for poultry and other feeds. An extensive trade-paper campaign is planned, according to Lake-Spiro-Cohn, Inc., Memphis, Tenn., agency, which has been appointed to handle the Clo-Trate account.

Full-page copy throughout the series, it is stated, will avoid any direct selling of Clo-Trate and will concentrate on what might be called an altruistic angle—a direct appeal to the trade on the merits of branded feeds as opposed to others. Only the Clo-Trate name and the Health Products Corporation signature will identify the campaign with its sponsor.

E. P. MacNichol, secretary of the Southern Mixed Feed Manufacturers Association will be in charge of the campaign as account executive while still retaining his post with the association.

...

New Addresses

The Oil and Gas Journal, Chicago office, now located at 616 South Michigan Avenue.

The American Agricultural Chemical Company and Bowker Chemical Company have moved to 50 Church Street, New York.

Sunset Magazine, New York office now located at 420 Lexington Avenue.

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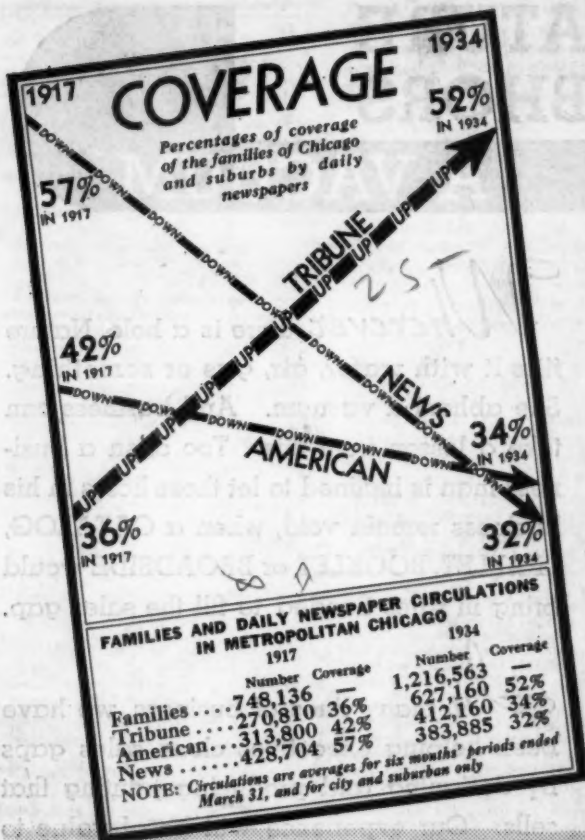
NATURE ABHORS A VACUUM

Wherever there is a hole, Nature fills it with water, air, gas or something. She abhors a vacuum. And business can take a lesson from this. Too often a business man is inclined to let those holes in his business remain void, when a CATALOG, LEAFLET, BOOKLET or BROADSIDE would bring in sales needed to fill the sales gap.

In many lines of business, we have been helping executives close sales gaps by designing and producing printing that sells. Our experience will be of value to you too. Why not call us today and let us tell you about it?

MEDALLION 3-3500

CHARLES FRANCIS PRESS
461 EIGHTH AVENUE AT 34 ST., NEW YORK



627,000 daily circulation in Chicago and suburbs alone

a coverage practically as great as the net coverage of any two other Chicago daily newspapers combined

the lowest general daily milline rate of any Chicago newspaper

CHICAGO TRIBUNE THE WORLD'S GREATEST NEWSPAPER

